THIS ISSUE: CASABLANCA STORY SETS PRECEDENTS; CENSOR PRAISES PRESS

EDITOR & PUBLISHER

THE FOURTH ESTATE

SUITE 1700 TIMES BUILDING • NEW YORK • 42ND STREET AND BROADWAY

Entered as Second Class Matter at the Post Office, New York, N. Y., by The Editor & Publisher Company

VOL. 76, NO. 5 | TWO SECTIONS | EVERY SATURDAY | JANUARY 30, 1943 | $4 PER YEAR | SECTION ONE | 10c PER COPY

...But does your advertising have the best ENVIRONMENT?
...A basic, not a casual, question for business executives

Last August we were looking ahead—looking ahead for America. And this is what we said: *"Throughout the land our love of home is upsurging. From now on we shall spend more time in the home and partake more abundantly of its simple and enduring blessings. Every day our determination to defend it will grow and under its roof the gladness of sacrifice for the sake of Victory will multiply and ennoble the lives of all within that dwelling."*

Today these words have become doubly true—and even more deeply true. And the event which they heralded is in itself a message to the advertisers of our nation. Eloquently now it speaks, this re-discovery of the meaning of home. Nor to thinking men can its guidance go unheeded when it urges upon merchant and manufacturer alike the vital importance of environment — HOME-ENVIRONMENT — for advertising.

* * *

For example, here in Chicago the element of home-environment is inseparably related to the *key-audience* of this great Mid-West city.

It is an audience of 1,250,000 home-readers.

It is a thinking, responsive audience.

It is the audience of The Chicago Daily News, an *evening* newspaper, a *family* newspaper, a *home* newspaper and a newspaper of such character that its good repute is nation-wide.

* * *

Your advertising in The Daily News is welcomed at the firesides where gather eager minds, ambitious minds, hopeful and determined spirits. Your advertising shares the warmth, the comfort, the leisure of *home-environment.* In this region of affection, pride and loyalty your advertising is received by a *concentration of readers* whose surroundings invite them to *concentrate on reading.*

In 1943, it's environment that counts. Let The Chicago Daily News bring the home-environment to your campaign—and your campaign will bring success to you.

*In this matter of the importance of home-environment many advertisers agree. So many, in fact, that in 1942 The Daily News carried more total display advertising than any other Chicago newspaper—morning, evening or Sunday.**

*Source: Media Records. For fair comparison, liquor linage has been omitted since The Chicago Daily News does not accept advertising for alcoholic beverages.

THE CHICAGO DAILY NEWS

FOR 67 YEARS CHICAGO'S *HOME* NEWSPAPER
ITS PLACE IN THE HOME IS ONE OF RESPECT AND TRUST

DAILY NEWS PLAZA: *400 West Madison Street,* CHICAGO
DETROIT OFFICE: *7-218 General Motors Building*

NEW YORK OFFICE: *9 Rockefeller Plaza*
SAN FRANCISCO OFFICE: *Hobart Building*

SOLDIERS ON THE WINTER FRONT

A million veterans on the home front are in action in the war against winter.

It's a war being fought by railroad men to keep the greatest traffic load in history rolling every minute of the day and night.

It means miles of snowsheds built through the mountains—miles of detector fences to warn of snowslides.

It means mighty locomotives puffing behind great rotaries, or shoving steel-winged plows to fling drifts aside.

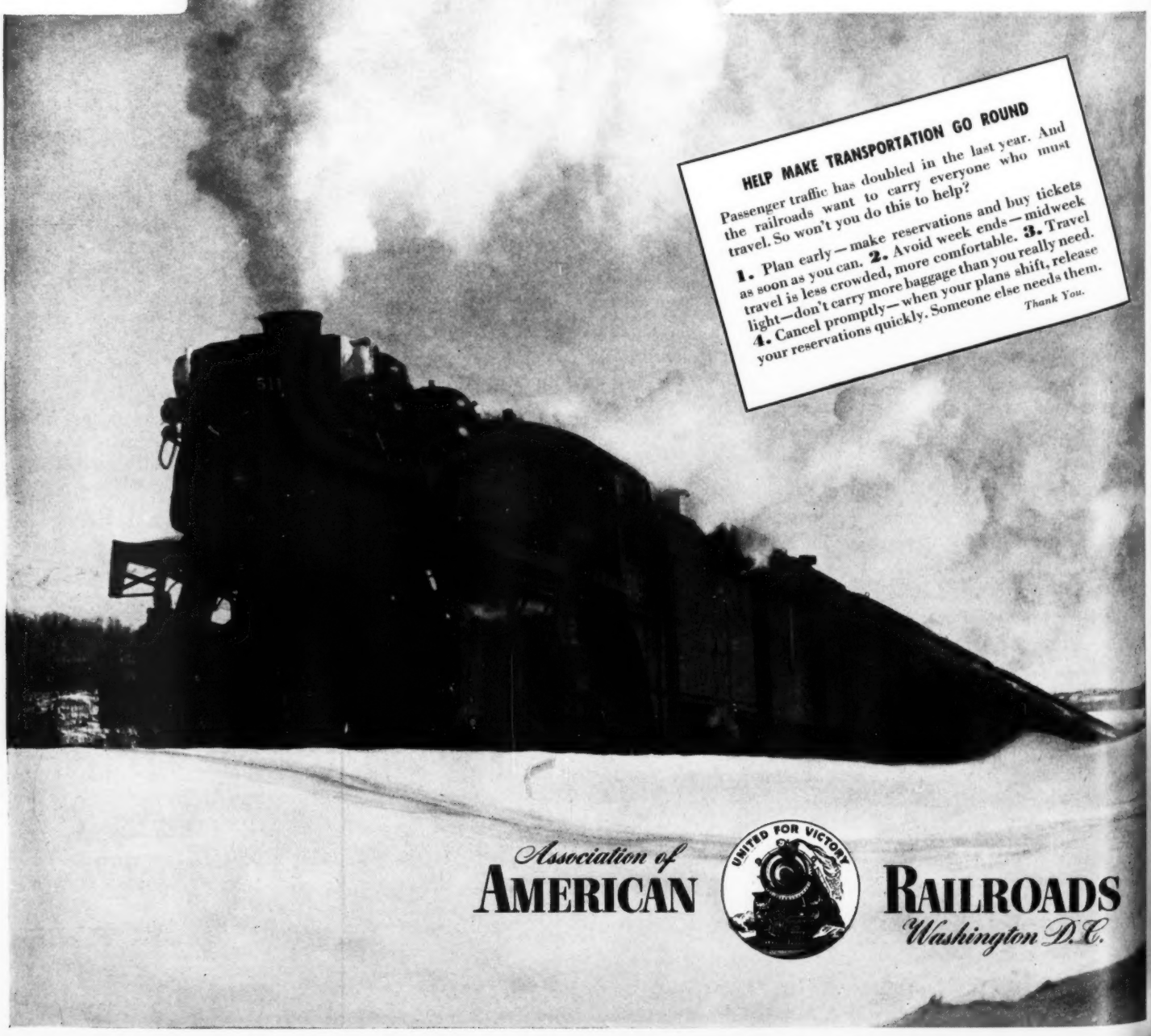
It means men braving the blizzard's bite to keep clear the thousands of switches—repair crews standing ready to meet the threat of flood-swollen streams.

All this is an old story to railroad men—but it's a story that takes on new drama today.

For America depends on its railroads as never before, to keep its war factories humming, its armies fed and equipped around the world—at the same time that 130 million Americans at home are supplied with the food and fuel they must have.

Railroad men know the size of the job that rests on their shoulders. It's a job twice as big as it was before the world went to war.

And they'll give it the best they've got, so long as they have an engine that will pull, a car that will roll, and a track to follow.



CANTON ...continues as YOUR BEST BUY IN OHIO!

War-time advertising will hit the bull's eye here in Canton during 1943. Today, 41,800 men and women (8,467 more than in 1941) are busy on the production lines.

INDUSTRIAL EMPLOYMENT up 25% over '41

(Canton's Employment Record)

1940 . . 25,069
1941 33,333
1942 41,800

Get your messages across to these highly paid, war-minded men and women. They are ready to buy your products and just as ready to understand your war-time problems. Just be sure to tell them your story.

Wartime Advertising Dollars Earn A "Long-Term" Return In Canton

Canton's war workers will be in Canton after the war is over. Our own industrial giants—the Timken Roller Bearing Co., Republic Steel, Hoover Sweeper, Hercules Motors, the Diebold Safe & Lock Co.—and 150 other diversified industries have made Canton one of America's 10 most important war production centers. Assure a long-term return on your war-time advertising—put Canton on your list for 1943!

THE CANTON REPOSITORY
A Brush-Moore Newspaper
Represented Nationally By
STORY, BROOKS & FINLEY
NEW YORK PHILADELPHIA CHICAGO CLEVELAND
LOS ANGELES ATLANTA

In 1942 The New York Times published more General Advertising than any other newspaper in America. Its total of 3,966,485 lines was greater by 414,106 lines than that of the second newspaper.

This leadership is the more significant because it is achieved by The Times on its own merits as an advertising medium and does not depend on group or other combination buys. And it serves to underscore the leadership The New York Times has maintained in New York, America's biggest market, in General—as in Total Advertising—for over two decades.

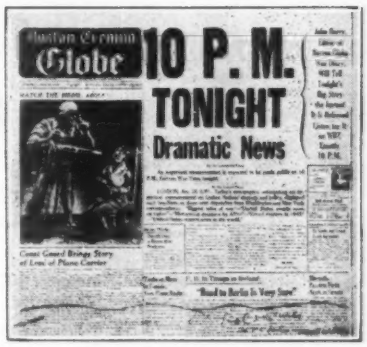
EDITOR & PUBLISHER • The Oldest Publishers' and Advertisers' Newspaper in America • January 30, 1943

ISSUED EVERY SATURDAY FOUNDED IN 1884

Casablanca Story Set Precedent On Secrecy And Release Timing

Col. Phillips Gives U. S. Press 32-Hour Leeway For Its Handling by Cabling Direct from Gibraltar . . . CBC Man Killed Flying to Scene

By WALTER E. SCHNEIDER


Boston Evening Globe
10 P. M. TONIGHT
Dramatic News

Here's how Tuesday's Boston Evening Globe played up the big news to come. Page two headline asked readers "You Want to Know What the News Will Be Tonight?" and played guessing game. Suggestions included: "Errol Flynn announces candidacy for governor of California" and "Mrs. Roosevelt sings 'Home, Sweet Home' on coast-to-coast hookup."

A DELAYED ACTION BOMB of momentous news was dropped on the front doorstep of a warring world this week. It exploded at Casablanca, jolting the 24 war correspondents who were escorted into the presence of President Roosevelt and Prime Minister Churchill almost as much as the newspaper readers and radio listeners to whom the secret conference on war strategy was revealed more than two days later.

The most elaborate arrangements in journalistic history for simultaneous publication started hold-for-release news of the unprecedented conference moving across New York cable desks nearly 32 hours in advance of the hour set for its clearance—10 p.m. Tuesday, Eastern War Time. Involving the security of the President and Churchill, the story was a precious secret and the press kept it. No word or hint of its nature was published, but newspapers and radio alike on Tuesday ballyhooed the news time bomb that was to explode at 10 that night.

Tragedy struck into the ranks of one group of 15 correspondents flying from Algiers to an unannounced destination in an Army transport plane. Edouard Baudry, of the Canadian Broadcasting Corporation, was shot and mortally wounded by anti-aircraft gunners while the transport, off its course, was circling a town in Spanish Morocco so the pilot could get his bearings. Baudry was buried with full military honors in the American cemetery at Port Lyautey, where a wreath was placed on the grave in the name of President Roosevelt.

39 Newsmen Cover Event

Twenty-four correspondents and 15 newsreel cameramen and photographers already in North Africa for the American and British press went on the mysterious assignment from Algiers. All press arrangements before and after the "unconditional surrender" conference were handled by Lieut. Col. Joseph B. Phillips, managing editor of *Newsweek* on leave, with a finesse that won the highest praise of cable editors in New York this week.

A former *New York Herald Tribune* foreign correspondent, Phillips played the Army's game of secrecy and that of the newsmen equally well. Before the Roosevelt-Churchill conference, none of the correspondents had definite knowledge of the purpose of the trip; after it was over Phillips used his experience as a correspondent and prevented a serious delay in the stories destined for the American press.

Phillips also was in active charge of Army public relations when the North coast of Africa yielded another of the best-kept secrets of the war—the Allied invasion on a 1,000-mile front there just twelve weeks ago. At that time he helped to implement the closest liaison in history between the U. S. Army and the American press in combat operations.

Insofar as the place of the meeting was concerned, the Roosevelt-Churchill conference was one of the war's most guarded secrets. Even some of the highest political figures in London and Washington were unaware of the meeting place until the conference had virtually ended.

Lt.Col. Joe Phillips

Sam Schulman

More important, the secret was kept from the Axis, although frequently in Washington, London and North Africa there were extreme cases of the jitters on the part of the officers responsible for the Allied leaders' safety. Especially were those handling the elaborate anti-aircraft protection and nightfighter precautions against enemy bombers fearful of a news leak. But up to a few hours of the Allied announcement, Radio Berlin was broadcasting that Churchill had "gone to Washington."

The best example of the total secrecy, it was pointed out Wednesday by Walter Cronkhite of the United Press staff in London, was the fact that the 39 correspondents and photographers were in the dark on the precise purpose of their flight from Algiers until just before they were ushered into the Casablanca garden for a press conference with Roosevelt and Churchill.

Colonel Phillips himself did not know the exact scope or the principals of the meeting until a few days before the trip, he told Cronkhite Tuesday when he returned to London. War correspondents at Algiers were simply told: "There's a pretty big yarn which will tie you up a few days. If you are interested we will arrange transportation."

One from Each Service

All chief correspondents at Algiers went, naturally, but all had different ideas of what they were going to cover. Only one man was permitted from each news service or newspaper, both American and British.

The trip was planned for arrival in Casablanca just before Roosevelt and Churchill were to depart. But their meeting was prolonged and the scheduled press conference was delayed several times.

To throw the correspondents off the trail, Phillips told them upon their arrival at Casablanca late Thursday, Jan. 21: "Sorry, boys, but that story for which we brought you down here hasn't jelled." Whereupon, Phillips told Cronkhite, the despondent correspondents were taken toward Rabat, French Morocco, to avert speculation in Casablanca regarding the reason for their presence. They returned the next day, but the interview was postponed again.

G-2 Warns Logan

Walter Logan of the United Press, who was not accredited to the press party Phillips had in tow, turned up in Casablanca unexpectedly. Army intelligence officers took him into custody when they found him scouting around. He was informed point blank he "would be shot" if he tried to go near a particular villa in Casablanca.

"That," said Logan, "is a thought as far from my mind as crashing a White House luncheon."

Somehow Logan got to cover the President's "jeep review" at Port Lyautey, 108 miles away, of American troops whose eyes nearly popped out when they saw Roosevelt on Thursday, Jan. 21. According to Logan's dispatch, which was pooled with other services by Army direction, the only other correspondents present were Ollie Stewart, Negro reporter for the *Baltimore Afro-American*, and Sam Schulman, of International News Photos.

"We were summoned at 9 a.m., uncertain what was in store," Logan wrote. "We passed guards at the gate in the barbed-wire barricade and waited in a swanky reception room. Our convoy (to the review) consisted of official limousines and armored scout cars with 50-caliber machine guns and weapon carriers bearing official Signal Corps photographers and ourselves—about 20 altogether. We were preceded and followed by military police on motorcycles.

"The convoy drove past the airport where scores of fighters took off to form a vast air umbrella which protected us throughout the day."

Schulman and Stewart evidently were not with the first group of correspondents who arrived late Thursday with Col. Phillips, since the review trip started Thursday morning. Dispatches did not reveal how Schulman and Stewart reached Casablanca.

Logan was restricted to the story of the review. Later, however, he was permitted to send some sidelights to U. P.

Meanwhile, one plane which left Algiers early Friday morning with 15

"Another Swell Job" By Press, Says Censor

WASHINGTON, Jan. 27—"Another swell job by the press of the United States," was the appreciative comment tonight of N. R. Howard, Assistant Director of Censorship, as presses across the nation were rolling off the spectacular story of President Roosevelt's meeting with Prime Minister Winston Churchill at Casablanca.

"It was a really swell job of protecting an important military secret—another swell job," said Mr. Howard enthusiastically. "The American newspapers operating under the voluntary code of censorship did a conscientious and patriotic deed by protecting the secrecy of President Roosevelt's arrangements for and meeting with Mr. Churchill in Washington; they did an equally fine job when the President and the Prime Minister met at sea; they protected Foreign Minister Molotoff and the military secrets involved when Molotoff came to Washington; again, when the President toured war camps and factories they safeguarded information, men and material by observing the code; in connection with the North African landing, the code provisions were adhered to strictly.

"All of us here at the Office of Censorship feel very good about it."

When the 10 o'clock release hour arrived tonight, Censor Byron Price, Mr. Howard and the staff at the Office of Censorship relaxed after two tense weeks of fulfilled hope that no publication, inadvertently or otherwise, might endanger the welfare of the President or the results of the conference.

It all began, insofar as correspond-

(*Continued on page 28*)

correspondents ran into bad weather and anti-aircraft fire over Spanish Morocco which killed Baudry. Several machine-gun bullets struck the plane. One hit the CBC man in the forehead and he collapsed on the floor. Another bullet struck a member of the crew, wounding him slightly.

Darcy Dawson, of the British Allied Newspapers, and Alan Moorehead, *London Daily Express*, gave Baudry first aid immediately. When the plane reached Casablanca he was taken in an ambulance to a hospital. He died there without regaining consciousness.

Baudry, who was married and the father of a small son, was the first correspondent killed in that section of North Africa. The funeral service, conducted by Capt. Cecil Propst, a Roman Catholic U. S. Army chaplain, was attended by his fellow correspondents. President Roosevelt's wreath was placed on the grave by Major General Matt Eddy, a former vice-commander of the American Legion, and Brigadier General Robert McClure. The President expressed personal regrets at Baudry's death during the press conference Sunday afternoon.

Casablanca's population couldn't help being aware something was stirring Friday, when the first group of correspondents with Phillips returned and the second party arrived. Other things arousing suspicion were increased air patrols and other military activity. Curiosity was "near the danger point," according to C. R. Cunningham of U.P., so the correspondents were kept in the background and the time for the story to break was postponed to Saturday.

Conference on Time

"Finally the date definitely was set for Sunday, and it was decided that we should be taken on a 'tour to get us out of the way'," Cunningham said in one dispatch. "We first flew to Port Lyautey to attend Baudry's funeral. Next we flew to Rabat, where we were taken on a tour of the town and then to inspect the palace of the Sultan of Morocco. Late that night, however, we were taken back to Casablanca where we remained until the President and Prime Minister were ready to receive us. The press conference had been set for 12 noon, and the heads of the two great Allied nations were ready on the dot."

In order that the presence of the large group of correspondents at a point several hundred miles from the actual war front would not arouse comment, the customary war correspondents' arm bands and insignia were discarded. If questioned the correspondents merely said they were making a tour of the North Africa front to inspect troops.

It was not known in Casablanca until near the very end of the 10-day meeting that Roosevelt and Churchill actually were there together. The cat began slipping out of the bag a day or two after the President visited the troops. In London Phillips said: "Everyone in Casablanca seemed to be concentrating on keeping their mouths shut. One Casablanca bartender overheard a Frenchman saying he understood Roosevelt was around, whereupon the bartender warned: 'Listen, you, just keep your mouth shut. I don't know whether Roosevelt is here or not but if you gab and someone else gabs, eventually it will get back to the Germans and we'll all get bombed'."

Told Hour Before Conference

It was not until an hour before the Sunday press conference that the correspondents were officially informed whom they were going to meet at the conference, according to William W. White, New York Herald Tribune. They had been cautioned not to talk, even among themselves, about who might be at the meeting, because the Axis would risk hundreds of planes to smash it.

The President and Prime Minister met the newsmen in the rear garden of a villa on the outskirts of Casablanca. The entire area for blocks around was full of troops, anti-aircraft equipment and barbed wire. Fighter planes roared overhead constantly. The correspondents sat on the grass at the feet of the seated Roosevelt and Churchill. Generals de Gaulle and Giraud were also seated.

Soon the business of taking pictures began. While the cameramen were working the President recognized Sammy Schulman, veteran INP photographer, and Mr. Roosevelt joshed him as a man whose globe trotting exceeds his own. Schulman knew Roosevelt at the time he was governor of New York.

The two French generals were asked by the President to pose shaking hands. DeGaulle and Giraud went into traditional stance, but the photographers asked for "one more." The President told them: "Okay, boys, but this will have to be the last one."

When the cameras had stopped clicking Mr. Roosevelt remarked: "That's an historic occasion."

The President soon asked the correspondents to move up closer for the conference. There was plenty of activity in the garden. Lieut. Col. Elliott Roosevelt, the President's son, helped with arrangements, as did Harry Hopkins' son, Robert, who is a corporal. When some of the correspondents tried to filter back toward the President's chair, they were quickly shooed away.

No Questions Permitted

Col. Roosevelt then asked his father whether he was not "going to say something," and the President went into an off-the-record account of the background of the 10 days of meetings. The Prime Minister was just as friendly, but somewhat more formal. White's dispatch described the talk as "virtually a Parliamentary speech," with Churchill speaking so fast that it was difficult to jot down what he said.

During the "on-the-record" discussions after the press conference the President said he had visited troops in the North African theater and had had "a darned good meal in the field."

One condition of the conference was that no questions could be asked of Mr. Roosevelt or the Prime Minister.

The President invited the correspondents to introduce themselves personally to him. "Later on," said White, "while Ward Price, veteran correspondent of the *London Daily Mail* and this writer were talking with Mr. Churchill, he mentioned something about a drink. Your correspondent mentioned that the bar of the Adlon Hotel in Berlin might be a good place to have a drink—after the war. Mr. Churchill grinned. 'Maybe we can have one before that,' he said."

Immediately after the lawn conference ended the reporters were rushed to a conference room where the Allied staff had been holding its daily meetings. They were given a few hours to write the story. The next day they were flown back to Algiers.

Col. Phillips and another officer left Casablanca with the dispatches late Sunday in separate planes. They did this not only to meet the possibility of one of the planes being shot down by the enemy, but to assure the fastest transmission possible.

Phillips was scheduled to fly straight to London; the other officer to Gibraltar. Phillips, however, stopped at Gibraltar on account of bad weather and there he found an open cable to New York. Worried that he might not reach London in time, he started to move the biggest story of 1943 to the United States just before 2.30 p.m. Monday after sending the following message to New York cable desks:

"Arriving Gibraltar with important stories your and other correspondents find direct file to New York faster than via London. Am filing both ways for London backstop. You have no collect facilities for New York but cable accepted on my assurance you will pay. Suggest compare time for future use."

Dispatches from Gibraltar were accompanied by a "not for publication" warning and this official advisory to New York cable editors: "It is the expressed wish President and Prime Minister that care should be exercised to observe release time of following stories. Release time is 0200 Greenwich Mean Time Wednesday, Jan. 27, for press and radio."

Phillips Saved the Day

Total wordage from the 24 reporters filed on both cables by Phillips was about 75,000. The dispatches took 30 hours to tranmit because it was necessary to intersperse government and military priority messages.

After filing the stories out of Gibraltar, Col. Phillips continued to London with his brief case still bulging with the original dispatches, only to find that those cabled to London for the U. S. press had not cleared subject to release. Cronkhite described as "very tense" the scene Tuesday night at the British Ministry of Information, where the largest crowd of newspapermen ever assembled there kept watch for supplemental communiques until 3 a.m. Wednesday, London time.

Raymond Daniell, *New York Times* London chief, said: "When finally the embargo was lifted it was found that all the stories about which there had been so much bickering (in London) had been in the United States for 24 hours or more."

Even after the arrival of full stories of the conferences in New York and despite the most elaborate plans to facilitate the flow of news, British censorship still imposed its complete embargo on transmission of all comment and sidelight stories until actual publication of the story of the conference in London and New York.

The recently established Army radio station at Algiers did not handle a line of the story before its official release. The Army relied solely on cables because of the secrecy afforded.

Press associations were not permitted to send the news hold-for-release outside continental United States. They were, however, allowed to send to Honolulu via Commercial Pacific Cable two hours ahead of the specified time. To other points the news could not be cleared until 10 p.m., EWT.

An official list of the correspondents at the historic conference was not available. In addition to those already mentioned, they included: Wes Gallager, Associated Press; Robert G. Nixon, International News Service; Drew Middleton, New York Times; James Wellard, *Chicago Times;* David Brown, Reuter's; John McVane, NBC, and Chas. Collingwood, CBS.

Nixon was on the Tunisian front when he learned of the projected trip from Algiers. He managed to get a plane back and John E. Lee went from Algiers to the front to replace him.

Wellard was the only Chicago staff writer to cover the Casablanca meeting. Wellard, incidentally, had a narrow escape from a bullet when Baudry was killed. He was on the plane as was Bill White of the Herald Tribune. Wellard's story paid special tribute to Baudry, who had been with him when their troopship was torpedoed in the Mediterranean a month ago enroute to Algiers.

William Stoneman, *Chicago Daily News* correspondent in North Africa, missed out on the Casablanca conference because he was wounded by Nazi machine gunners while riding in a Ford near the front five miles east of Ousseltia. Stoneman's account of being ambushed and shot in the "rear" carried the headline "Nazi gunners wound writer in his retreat."

Stoneman cabled that he received a "minor knick" and played 'possum after being wounded until he could find his way to safety two miles from the front. He assured the Daily News that he was not seriously wounded but "would have to be careful about sitting down for a couple of weeks."

An AP dispatch from Allied Headquarters in North Africa, Jan. 27 said Lieut. Gen. Dwight D. Eisenhower, the Allied Commander in Chief in that theatre, relaxed the censorship of political news from North Africa today.

It was stated officially that heavy political censorship had been needed to date in order that negotiations between the fighting French leader, General de Gaulle, and General Giraud should not be disrupted before they had started.

The new announcement laid down this censorship policy:

Deletions will be made in articles that violate military security, tend to promote disunity between British and American forces, over-emphasize political persecution of those who claim to be friends of the Allies and are inflammatorily inaccurate.

The new policy does not change the censorship of purely military articles in any way.

DEPARTMENTS

Advertisers	9
Bright Ideas	14
Cartoons	7
Circulation	29
Classified	21
Editorial	18
Fehlman	16
Obituary	30
Personals	19
Photography	12
Promotion	24
Shop Talk	32
Short Takes	14
Syndicates	27

EDITOR & PUBLISHER CALENDAR

Feb. 5—Press Photographers Ball, 14th annual, Waldorf-Astoria, New York.

Feb. 6—Iowa Press Women, Inc., all-day session, State Historical building, Des Moines.

Feb. 9—Associated Press, special membership meeting, Rockefeller Plaza, New York City.

Feb. 12—South Carolina Press Assn., press institute and annual meeting, Columbia.

Feb. 12-13—American Society of Newspaper Editors, meeting, Willard Hotel, Washington, D. C.

Feb. 15-16—Texas Newspaper Publishers Assn., annual meeting, Baker Hotel, Dallas.

Feb. 16-17 — Inland Daily Press Assn., midwinter meeting, Hotel Sherman, Chicago.

Feb. 17-20—Georgia Press Institute, 16th annual meeting, Henry W. Grady School of Journalism, Athens, Ga.

Feb. 18-19—Ohio Newspaper Association, convention, Columbus.

More Legal Moves By U. S. Delay Start of AP Trial

Government Files 127 Questions Two Days After Defendant Responds To 374 Items in Previous Legal Move

TWO DAYS after counsel for the Associated Press in the anti-trust suit had responded to 374 items in a "request for admission" filed recently by the government preliminary to the trial, the Department of Justice on Jan. 27 filed 127 more questions for the AP to answer.

While both moves by the government will delay the start of the trial, it was pointed out that they could clear away legal underbrush which would clutter up the trial before the "expediting court" of three appellate judges in Federal Court, New York.

15 Days to Answer

The government's newest move is not unusual in anti-trust proceedings, it was explained. The AP has 15 days in which to answer, unless additional time is granted by the court on request of the defendants. Or a motion to quash the lengthy "interrogatory" just filed could be presented within 10 days. In the latter case the answers could be deferred until this motion was argued. All or parts of the interrogatory could be quashed if the AP made and won motion arguments. Also, although it is not generally done, the defendant could file cross-questions of its own.

The trial date cannot be set until either the interrogatory has been answered by the AP or it has been quashed.

According to a government attorney, the interrogatory will have the same function as the previous move, a request for admission of facts. Both are intended to save court time by facilitating proof at the trial.

The 127 questions dealt with the operations of the cooperative news-gathering agency and its subsidiaries and asked detailed information on admissions to membership since 1900, the wires leased, number of employes in the U. S. and abroad, cost of operations, pay of employes, wordage of the news report and methods of gathering and handling the news, including exchange agreements with domestic and foreign news organizations.

Many of the questions asked for lengthy lists, descriptions of operations and research which might take weeks or even months to complete if the AP were required to answer the interrogatory. Questions which indicate this are the following:

List the names of every present member of the Associated Press who has acquired his AP membership by purchasing or acquiring a newspaper owned by a member of the AP, and in each instance give the name of the AP member who sold or transferred the newspaper and the dates upon which the purchaser or transferee became a member of the AP, and where known to, or readily ascertainable by, the AP or any of its officers or directors, state the amount of the consideration given or paid (a) for the newspaper purchased or acquired and (b) for the AP membership."

Proxy Solicitation Query

"In the case of every applicant for membership in the AP during the last 20 years whose application was voted upon by the members of the AP and who failed of election, list the names of all members of the AP owning a newspaper or newspapers competitive with that owned by the applicant who, to the knowledge of the AP or any of its officers or directors, solicited votes or proxies in opposition to the election of the applicant."

The government injected into the case the recent call for a special membership meeting Feb. 9 to amend Article III, Section 2 (a) of the by-laws by dropping the admission requirement of at least three times the regular annual assessments and in the future requiring only 10% of assessments paid in since Oct. 1, 1900, in occupied fields. The AP was asked to explain what "careful study" was entailed in determining that the proviso proposed for deletion from the by-laws was "wholly inconsistent" with the one suggested for retention, as explained in the call for the special membership meeting.

Few phases of AP operations and dealings between members, officers, directors and subsidiaries were not touched upon in the inquiries. AP was asked in the first two questions to:

"State whether, and to what extent, records or notes in addition to formal minutes, taken at any discussions, had at any meetings (a) members, (b) board of directors, and (c) executive committees of the AP are now in existence."

"State whether any such records or notes, or transcripts or copies thereof, refer or relate to (a) applications for membership in the AP, (b) objections of AP members to the granting of such applications, (c) the disposition of such application, (d) the grounds or reason for such disposition, (e) competition or potential competition between the applicant and any AP members, (f) rights of protest had or claimed by AP members (g) any money or other consideration given, paid or offered, by or on behalf of any applicant for AP membership to obtain waiver of rights of protest by any AP members, (h) any money or other consideration given, paid or offered by or on behalf of any AP member to any other AP member to influence his exercise or non-exercise of his right of protest or in voting on applications for AP membership, (i) the purchase of any newspapers owned by any AP members, or (j) assertions, claims or charges that the AP was monopolistic or that its by-laws or operations were in restraint of trade."

Correspondence Since 1920 Sought

Any correspondence from 1920 to date between AP and its officers, agents, employes, members or applicants regarding the (a) to (j) interrogatory was to be designated if now in possession of those connected with the AP the government requested.

Another thing it sought to delve into were AP "beats" against United Press and International News Service, and vice versa. The interrogatory requested "whether and to what extent" such records had been kept during the years 1938 to '42 inclusive.

It also asked the AP to state what disposition was made of the corporate books of the Associated Press (of Illinois), predecessor of the present AP. Whether data relating to newspapers and news agencies published by EDITOR & PUBLISHER in its annual Year Book are "accepted and relied upon by the newspaper business as substantially accurate and correct" was another question asked.

The government also would require the AP to list all organizations in the U. S. other than AP, U.P. and INS, which to the AP's knowledge sell news, as distinguished from features, to 10 or more newspapers, and to describe all facts about them known to the AP regarding size, scope of operations, number of newspaper subscribers, etc.

A listing of all English language newspapers in the U. S. without AP, U.P. or INS service also was sought.

The AP also was asked to:

"List the names and addresses of all applicants for membership in the AP during the period from September 1900 to April 1942, whose applications were subject to a right of protest by any AP member and whose applications were submitted to the vote of the AP members, and for each such applicant (a) give the date or dates of application, (b) the date or dates such application was voted upon by the AP membership, (c) the result of the vote, (d) the number of votes cast as the result of holding proxies therefor by every AP member then entitled to a right of protest against the application, (e) whether the applicant later obtained membership in the AP, (f) the date upon which such applicant obtained membership in the AP, (g) whether such applicant obtained membership in the AP by the vote of the directors or the result of waivers of the rights of protest by AP members, or (h) whether such applicant obtained membership in the AP by acquisition of a newspaper of an existing AP member."

Query on Field Rejection

"State how many votes were cast against the application of Marshall Field for AP membership at the meeting of AP members held in April 1942 by members holding proxies, and state the names of such persons and the number of votes cast by each such person."

A request similarly was made regarding the application of Eleanor Medill Patterson of the *Washington* (D. C.) *Times Herald*. Rejection of Field's and her bids for membership precipitated the anti-trust action last year.

The AP also was asked:

"In each of the instances where an applicant for membership in the AP, during the period from September 1900 to April 1942, obtained membership by the favorable four-fifths vote on the members, state in detail the circumstances surrounding each such application, including (a) the substance of the recommendations of the directors with regard to the application, (b) the substance of the grounds or reasons, if any, which were announced for such recommendations of the directors, (c) the substance of the grounds or reasons advanced at the meeting of the AP members by those AP members opposing the application, and (d) the substance of all discussions at meetings of the board of directors, executive committee of the board of directors, or the AP members with regard to such application."

The AP attorneys, Milbank, Tweed & Hope, filed in Federal Court Jan. 25 the responses to the government's request for admission of certain facts it contends to be true.

Responses to the 374 items contained in the request for admissions included 181, or nearly one half of them, which were admitted by the AP attorneys without qualification. Thirty-five other facts recited by the government were admitted with exceptions. Thus the time required for arguments before the "expediting court" was shortened considerably.

High spots of the denials by AP were those involving the rejection of 18 applications for membership since 1933, including that of Marshall Field, owner of the Chicago Sun. According to the response, the AP board of directors acted as it did in 12 of these cases because to do otherwise "would not be for the best interests of the Associated Press and its membership." The government had contended that these papers have never become AP members because established local papers with AP membership objected to their election.

Rejected applications cited were:

1933—Craven Publishing Co., for *New Bern* (N. C.) *Tribune;* Moundsville Journal Co., for *Moundsville* (W. Va.) *Journal;* Vincennes Post, Inc., for *Vincennes* (Ind.) *Post;* 1934—Blackwell Tribune Publishing Co., for *Ponca City* (Okla.) *Tribune;* 1935—*Athens Georgia Times & Georgian*, for *Athens* (Ga.) *Times;* Wallace Stevens, for *Hollywood* (Fla.) *Sun*, to be published as a daily; Valley News Company, for *Portales Valley News*, Portales, N. M.; Southwest Printing Co., for *Liberal* (Kan.) *Southwest Times;* 1936—J. L. Meeks, Jr., for *Gainesville* (Fla.) *Morning News;* 1937 and again in 1938—Sun Publishing Co., for *Las Cruces* (N. M.) *Morning Sun;* 1937—Carlos P. Romulo, for *Manila El Debate, Mabuhay* and *La Opinion*, Manila, P. I.; 1937 and again in 1939—Moorhead News Co., Inc., for *Moorhead* (Minn.) *News;* 1937—Peninsula Newpapers, Inc., for *Burlingame* (Cal.) *Advance;* 1938—W. A. Spence, for *Metropolis* (Ill.) *Herald;* Feltus Printing Co., for *Bloomington* (Ind.) *Star;* Oil Field Publishing Co., for *Hobbs* (N. M.) *Daily Post;* 1941—Endicott Bulletin, Inc., for *Endicott* (N. Y.) *Bulletin;* Tribune Co., for projected *Chicago Evening Tribune*.

A government statement that "the entire news service and personnel of the AP are exclusively under the direction, not of the president, but the general manager, by resolution of the board of directors," was denied. A resolution by the board was quoted to refute this statement. In its interrogatory, the government asked the date this resolution was adopted.

The AP admitted that the salaries of full-time AP officers for 1941 were: Kent Cooper, $63,947.50; Lloyd Stratton, $20,000; L. F. Curtis, $14,000; A. J. Gould, $15,000.

Other phases of the request for admission dealt, among other things, with the death or resignation of board members, the number of newspaper owners holding $1,000 or more of bonds and the composition of AP membership as disclosed in a 1926 report. Regarding the latter, at that time 37% of the membership paying over $100 a week contributed three-quarters of all the revenues. Sixty-one members who paid more than $500 a week in 1926 provided $46,211.50 weekly, and a like number which paid less than $15 a week provided $768.17 weekly.

The AP admitted that Press Association, Inc., a wholly-owned subsidiary, was obligated to pay the AP $10,000 monthly during 1942. Also it admitted that as of Dec. 31, 1941, the books of P.A. showed it had total assets amounting to $206,296.16 and total current liabilities of $206,839, including an indebtedness to the AP of $159,419.25.

AP BY-LAW AFFECTS ONLY OCCUPIED FIELDS

THE ASSOCIATED PRESS BY-LAW recommended for amendment by the board of directors at a membership meeting Feb. 9 (E. & P., Jan. 23, page 3) applies only in cases where an applicant is elected in a field in a city where there already is a member. Under the present by-law, the new member would be required to pay an amount equal to 10% of the total of assessments received from the field (morning, evening or Sunday) since Oct. 1, 1900, but not less than three times the current annual regular assessments received from the field. The proposed amendment would limit the payment by a new member to the 10% figure by eliminating the provision for a minimum of three times the current annual assessments. The by-laws do not require any payment by a new member elected to a field in which there is no existing member.

U.P. News Executive Covering War Front

From an executive desk in San Francisco, Frank H. Bartholomew, vice-president and manager of the Pacific area for the United Press, has been directing Pacific war coverage for the U.P. since Pearl Harbor. Last month Bartholomew, impatient with his own second-hand view of the biggest story of his long U.P. career, had himself accredited to American forces in the Pacific, donned a correspondent's uniform, and set out for the front. Last weekend his own eye-witness account of the New Guinea fighting appeared in newspapers from coast to coast. The only American news executive covering the war from the front lines, Bartholomew accompanied American troops who wiped out the last of Japanese resistance in the Papuan region of New Guinea.

PNPA Asks End to Information Blackout

Say Lack of News from North Africa Making for Disunity . . .

Col. J. H. Zerbey, Jr., Elected President

HARRISBURG, Pa., Jan. 25—An end to the "blackout of both military and diplomatic information" or reassurances of the necessity of this "veil of secrecy" was asked by the Pennsylvania Newspaper Publishers' Association at its annual convention here Jan. 22-23.

Col. J. H. Zerbey, Jr.

The publishers took this move with the adoption of a declaration believing that the interests of free peoples are adversely affected and disunity among the people of the United Nations is being engendered" by the lack of information, "especially with respect to North Africa." The declaration further asserted that "our people want and demand the facts and urge a lifting of the veil of secrecy or reassurances of its necessity."

Only Criticism on Information

Criticism of the war effort, however, was limited to this note of dissatisfaction with the handling of information. The publishers pledged "all the resources of the Pennsylvania daily and weekly newspapers" to the command of President Roosevelt as Commander-in-Chief of the armed forces, and asked all publishers "to continue to provide that community leadership which is necessary to develop local war-winning programs."

Further, the Pennsylvania publishers pledged themselves "to use no more newsprint, zinc and other materials vital to the war effort than are absolutely necessary to perform the essential functions of the newspapers, which are to serve the people of their respective communities and the nation."

Col. J. H. Zerbey, Jr., publisher of the *Pottsville Republican*, was elected president of the PNPA, succeeding Vernon L. Wise, of the *Butler Eagle*. Jess H. Rodger, of the *Westinghouse Valley News*, Wilmerding, was chosen as vice-president, and Howard Reynolds, *Quarryville Sun*, was reelected secretary-treasurer.

Recognizing the need for continuous production from Pennsylvania farms, the PNPA included in its declarations the recommendation that officials "do everything in their power to equip the farmers to provide sufficient food for the needs of the coming year;" and assure them of sufficient machinery and labor to operate their farms. Publishers were asked to continue to bring this need to the attention of their readers.

Salute Correspondents

War correspondents "who are risking their lives to give the readers of newspapers fresh news of the battle fronts" were saluted by the association; newspapers were commended for their painstaking adherence to the voluntary censorship code, and carrier boys were praised for their activities in the sale of War Stamps and Bonds.

Wartime agencies were "respectfully reminded of the necessity for a strong American press during and after the war and are requested to keep this in mind when making rulings affecting newspapers." Policies "which will put small firms out of business" were opposed, and the desirability of amending the State Unemployment Compensation Act to provide for experience rating was stressed.

President Zerbey was asked to appoint a committee to develop a plan for the training of apprentices and learners in the newspaper business.

This year's PNPA convention was stripped of the usual social entertainment. The banquet was abolished in favor of a luncheon Friday noon at which Pennsylvania's new governor, Edward Martin, addressed the publishers. Martin lauded the newspapers for their participation in the war effort and told them a "difficult job" is facing the publishing industry. He asked the newspapers for suggestions during the next four years of his administration.

Talk by WAVE

Lieut. (J. G.) Rebecca F. Gross, of the WAVES, and former managing editor of the *Lock Haven Express*, outlined the work of Navy reporters, also citing how women in the Navy have released men for sea duty. A vivid description of Guadalcanal fighting was presented to the publishers by Col. Leroy P. Hunt, Marine officer who led one of the attacks.

At opening sessions of the two-day convention on Friday morning Edward C. Bendere, of the U. S. Treasury Victory Fund Committee, addressed the publishers on "War Bonds and the Newspapers." Films on newspaper production in London under war conditions, were presented, and Jack Winocour, Washington representative of the British Information Service, delivered an address on "Newspapering in England."

Winocour told the Pennsylvania publishers that "Fleet Street is exercising more and more influence through the country," with a definite trend toward national circulation of London newspapers. With a circulation of 2,750,000, the *Daily Express*, he said, was able to push its output to this point by using newsprint 12½% lighter than the prewar stock. Price of newsprint increased from $45 to $104 per ton since the beginning of the war, he said.

Of England's 1,950 newspapers, only 12 have folded since the start of the war, while 70 new foreign and English papers have started publication to serve exiled nationals in the United Kingdom, Winocour declared.

Rates are up 30 to 40% above the prewar levels. Much government advertising is on rationing. Classified ads in the "penny papers" have disappeared, he said.

The speaker revealed that before the war circulation revenue totaled 47% of newspaper income in England, with 53% coming from advertising. Now, he said, 73 to 77% of income comes from circulation, with the remaining from advertising.

In a session on editorial questions, the publishers expressed a belief that there are too many optimistic stories published. On the question of cooperating with federal agencies, the publishers decided that just as long as "politics as usual prevail" there should be a careful examination of material coming from such agencies.

Don Bridge, of the U. S. Treasury Department, spoke to the publishers on "bond advertising," and Howard W. Stodghill and Robert W. Coyne, of the War Savings Staff of the Treasury, discussed the activities of newspaper boys in selling stamps and bonds. A session for weekly newspapers was presided over by R. M. Barton, publisher of the *Duncannon Record*.

In a session on advertising, the publishers decided that more advertising services should be rendered now than ever before; that too many advertising departments are understaffed for their wartime jobs.

Ad Services Needed

W. G. Chandler, director of the Printing and Publishing Division of the WPB, said conservation measures are taken with the needs of the smaller publishers fully recognized, declaring that newspapers' use of vital materials had to be curtailed "solely and simply because the needs of our armed forces must come first. . . . This unqualified statement should silence the few remaining doubting Thomases who imagine sinister motives and deep plots against the freedom of the American press. The freedom of the press is not in danger. . . ."

In the second annual Associated Press members picture contest held in conjunction with the convention, awards for cities over 50,000 population went to William M. Irving and Robert L. Mooney, both of the *Philadelphia Inquirer*, for news and sports photos, respectively. William Coward, *Philadelphia Bulletin*, won first place for feature photos. In the less-than-50,000 group, James L. Mahler, *Easton Express*, copped both the news and features award, while Donald L. Riley, also of the Easton Express, took the sports photo prize.

Robert S. Bates, of the *Meadville Tribune-Republican*, was elected president of the Associated Press members in Pennsylvania, and G. Albert Stewart, *Clearfield Progress*, was named vice-president.

AD BUREAU PLANS "VICTORY DINNER" APRIL 22

THE Bureau of Advertising dinner, held in conjunction with the American Newspaper Publishers Association convention, will take place this year at the Waldorf-Astoria on April 22. It will be a "Victory Dinner." Plans for a program in keeping with the times were discussed at the first meeting of the Dinner Committee on Jan. 21. This year's Dinner Committee, appointed by Frank E. Tripp, general manager of the Gannett Newspapers and chairman of the Committee in charge, is headed by Harold Hall, business manager of the *New York Times*. The other members are: Mrs. Ogden Reid, *New York Herald Tribune;* David B. Plum, *Troy Record*, finance chairman; S. E. Thomason, publisher, *Chicago Daily Times;* William R. Hearst, Jr., publisher, *New York Journal-American;* Fred L. Crane, publisher, *Elizabeth* (N. J.) *Journal;* William F. Schmick, business manager, *Baltimore Sun;* Sherman H. Bowles, general manager, Springfield (Mass.) Newspapers; Wesley McCurdy, publisher, *Winnipeg Tribune* (President of the Canadian Daily Newspapers Association); E. P. Adler, publisher, *Davenport* (Iowa) *Times* (Lee Syndicate papers); James E. Stiles, president, *Nassau Review-Star;* Francis S. Murphy, general manager, *Hartford Times;* Norman Chandler, publisher, *Los Angeles Times;* John D. Ewing, president, *Shreveport* (La.) *Times; H. T. McGee*, vice-president, *Charleston* (S. C.) *Evening Post, News* and *Courier*.

Palmer Sees More Restraints On Materials

WPB Aide Says Publishers "Ain't Seen Nuthin' Yet"

LOS ANGELES, Jan. 25—Because it had neither equipment which, as in the automotive industry, could be turned to immediate war use, nor plant conversion possibilities, the publishing industry has to date been relatively free of restraint, E. W. Palmer, deputy chief, printing and publications branch, War Production Board, told a joint meeting of the Advertising Club and the Printing Industries Assn., Jan. 19, but he added that it "ain't seen nuthin' yet." Even in metal and paper requirements have not yet caused many war-imposed restraints because it is a borrower rather than a consumer, of metal, and the need for paper in the war program has only recently been felt.

However, he warned that the government has put 92% of all printing machinery production capacity on direct war work. Soon there will be no more new printing machinery and even repair and replacement parts will be available only on a restricted basis involving exchanges of old for new.

Paper Problem

Many vital metals will virtually disappear, particularly aluminum, zinc, copper, tin and antimony.

The problem of paper, he said, is rapidly becoming more involved. Indications are that present newsprint curtailments are but the beginning with future restrictions depending not only on the cut of wood this winter, but also on many other factors.

Wood pulp materials, such as wallboard and building paper, as well as lumber, are needed in great quantities for rebuilding in the wake of our armies' advances; paper is much in demand as a substitute, such as the switch from cotton to paper bags; and yet circulations of newspapers and magazines will tend to increase still further because of the public interest in the war.

Few Controls So Far

"The government has not put any control on the publishing business except in the matter of the basic materials themselves," he went on. "Publishers are only told how much material they can use out of stock and how much they can get, not how they shall use it. The industry prefers to be put on its own honor, resourcefulness and inventiveness, and this has worked out very satisfactorily.

"With characteristic American inventiveness, ingenuity and willingness to exist, you can yet carry your own load. You CAN find the solution!"

SELVAGE IN GOP POST

WASHINGTON, Jan. 27—James P. Selvage of Princeton, N. J., and Washington, D. C., has been appointed assistant to Chairman Harrison E. Spangler of the Republican National Committee and will be in charge of publicity. He succeeds Clarence Buddington Kelland, author, who retired when Rep. Joseph W. Martin left the committee chairmanship. Mr. Selvage was a newspaper man in Lexington, Ky., Richmond, Va., and Charlotte, N. C., before he joined the AP Washington bureau in 1928. From 1933 to 1938 he was director of public relations for the National Association of Manufacturers, and for the past four years has operated a public relations business.

CARTOON COMMENT ON CASABLANCA AND OTHER WAR DEVELOPMENTS ABROAD

THE EMPIRE BUILDER

—Edmund Duffy in *Baltimore Sun*

THIS WAR MAKES STRANGE BEDFELLOWS

—Cy Hungerford in *Pittsburgh Post-Gazette*

ADOLF TEACHES THE BRITISH CHILDREN A LESSON

—Jacob Burck in *Chicago Times*

Carleton Kent Returns from South Pacific

Chicago Times Correspondent Was at Guadalcanal For Some Time

Carleton (Bill) Kent, *Chicago Times* war correspondent in the Pacific theater of war, including Guadalcanal, is beginning to think that, perhaps, 13 is an unlucky number. Kent confided his "superstitions" to EDITOR & PUBLISHER this week, upon his return from the Pacific battle fronts.

Bill Kent

Born on June 13, Kent first witnessed the gallant efforts of U. S. Marines to drive out the Japs in the Solomons when he arrived at Guadalcanal. He landed at Guadalcanal a month after the first Marine landing, and just as the Japs were stepping up their bombing raids to two-a-day in preparation for a big push.

Hit by Tropical Ailment

On Sept. 13, the Japs made life miserable for everyone on Guadalcanal, including Kent, who learned to dig a fox hole as fast as the next fellow. "A week after my arrival," he said, "I found myself in the middle of the two-night 'Battle of Lunga Ridge.' In this encounter the Japs almost succeeded in taking Henderson field and came close to capturing General Vandergrift and his entire staff who were trapped in a jungle pocket through which bullets and mortar shells streamed for two nights."

Kent, who had gone to Australia with the first contingent of accredited American correspondents in March, 1942, had contracted tropical dysentery in Darwin, and a recurrence of this, plus an attack of jaundice forced him to go south for treatment in a naval hospital ship. In mid-October, he returned to Guadalcanal, the only correspondent in a convoy bringing the first American Army outfit to the island to reinforce the Marines.

On Oct. 13, the Japs bombed and strafed the newly-arrived American troops during another of Kent's seemingly "unlucky days."

"That evening the Japs used field artillery, hidden in the hills, for the first time to shell Henderson field," recalled Kent. "That night we spent six hours in slit trenches while a big Jap naval force out in the channel tossed five-inch, eight-inch, 14-inch and even 16-inch shells at us. When they stopped, Jap planes in relays kept dropping bombs on us until daylight. I thought it was the end of the world."

The intense heat and the bombing jitters again took their toll and Kent returned to Australia for a physical check-up. Again in November, and on Nov. 13 in particular, Admiral Halsey's planes and ships smashed another all-out reinvasion armada of Japs. Neither Kent nor his former Oklahoma City newspaper colleague, Tom Yarbough of the Associated Press, were on Guadalcanal Nov. 13. When Kent and Yarbough got back to Guadalcanal about 10 days later, they agreed that their hypothesis was right—stay away from Guadalcanal on the 13th.

"When I got back to the island shortly afterward, everything had changed," said Kent. "There were no more Jap daytime bombing raids—only the harassing night bombing attacks of 'Washing Machine Willie' designed to get us out of our sacks and into slit trenches where the mosquitoes could make a living.

Repulse Jap Reinforcements

"On the night of Nov. 30, the Japs tried to get in to their sick and starving units with a large task force which was turned back by one of our Navy's cruiser forces. Again on the night of Dec. 3 they tried to bring down reinforcements and supplies. This time our dive and torpedo bombers stopped the enemy ships dead in the water.

"The first Marines pulled out for a richly deserved rest. We had plenty of land and air power on hand. The Navy had demonstrated it was ready to protect Guadalcanal and the island's supply line with everything it had. The Buna-Gona campaign in New Guinea was over, except for mopping up. So I came home."

Kent told EDITOR & PUBLISHER the problem of writing war dispatches on Guadalcanal was difficult in itself. The only writing that could be done, had to be accomplished during the daytime. No lights were permitted on the island after dark. "We had to do our own washing and the business of living under shell fire and air raids is something that takes a lot of one's time," he added.

There was also the problem of transmitting stories out of Guadalcanal, he explained. Stories were delayed and the spot news element had to be subordinated in favor of featurized copy. While correspondents' copy was being airmailed to Pearl Harbor and then relayed to U. S., the Navy Department in Washington was announcing the spot news developments from day to day. Thus, Guadalcanal correspondents had to develop a perspective on their work in order to write stories which would "hold up" in news interests, even though they were several weeks late in arriving for publication.

Wrote "Bataan Diary"

Kent left his rewrite desk on the Times for Australia, last February. He was "down under" when General MacArthur arrived at Melbourne from Bataan. Some time later, Kent encountered Tom Gerrity, an Army major from Chicago, and from Gerrity's notes Kent cabled a thrilling series of stories published under the title, "Bataan Diary."

The Times correspondent returned to America by plane and his first big thrill upon arrival was to get acquainted with his son, 5½-months-old Carleton, Jr., who was born in August while his father was roaming the battle fronts in the Pacific. Kent, who is 33, joined the Times in 1939, after beginning newspaper work in his home town of Lawrence, Kan., where he was a reporter on the *Lawrence Daily Journal World*. He later worked for the *Kansas City Star* and the *Oklahoma City Times* and the *Oklahoman*.

Michigan Group Hits Gov't AP Suit

LANSING, Mich., Dec. 25—Draft deferments for farmers and opposition to the government's current trust suit against the Associated Press were expressed in resolutions adopted at closing sessions of the 75th annual midwinter meeting of the Michigan Press Association here Jan. 23.

Representatives of 46 dailies and 307 weekly newspapers assembled for the meeting. Floyd J. Miller, publisher of the *Royal Oak* (Mich.) *Daily Tribune*, spoke on "Censoring the News." Charles L. Allen, of Washington, officer of the National Editorial Association, recently appointed to an executive position in the OWI, spoke on "War Information and the Press," and Maj. Oscar Taylor on "Army Needs and the Press."

Following a speech on the food situation, Herb Wood, publisher of the *Bangor* (Mich.) *Advocate*, asserted there was nothing unique in draft boards inducting farm help. Edward Arnold, publisher of the *Frankenmuth* (Mich.) *News*, declared the hardest reclassification to get from draft boards is for farmers. William H. Berkey, of the *Cassopolis* (Mich.) *Vigilant*, suggested the Army grant 60-day furloughs to send farmer-soldiers home for planting or harvesting and Vernon J. Brown, Michigan auditor-general and publisher of the *Ingham County* (Mason, Mich.) *County News*, asked that farmers be returned from war plants first. The editors promised to "squawk loudly on the front pages" until corrective measures are taken.

The suit against the AP was charged to be "a violation of the constitutional property rights of the citizens of the United States, and a direct threat to freedom of speech and the press."

RUDDEN JOINS BLOCK

Thomas E. Rudden joined the New York sales staff of Paul Block and Associates Feb. 1. For many years Mr. Rudden was associated with Lorenzen and Thompson, and at one time was a partner in the representation firm of Mitchell Ruddel & Rudden.

Sterling Sees More Cuts In Paper Use in 1943

WPB Consultant Calls First Reduction "A Relatively Gentle One" . . . Stresses Necessity For Move and Calls Newspapers Essential

WASHINGTON, Jan. 29—The print paper curtailment order cutting use by about 10% is "a relatively gentle one," and there may be one or more additional reduction in 1943, Donald J. Sterling has warned the Kentucky Press Association.

Mr. Sterling, consultant in the printing and publishing branch of the War Production Board, in a speech prepared for delivery today at the Association's annual meeting at Louisville, Ky., reminded that consumption must follow the downward spiral of production, and must give way to the more essential uses of the armed forces.

Asset of Reader Confidence

The speaker sounded this reassuring note, however: "In your own field —and mine—I have yet to encounter any opinion in the War Production Board to hamstring the newspaper for the sake of the stringing, or which insists that an order affecting newspaper production be addressed to the advantage of one newspaper to the disadvantage of another newspaper."

"The newspaper," he continued, "long has enjoyed a dual personality. As an industtry it translates raw white paper into the printed page and distributes a manufactured product. As an institution, it has a definite responsibility for public service. The freedom of expression it enjoys is a privilege entrusted to it by the society which it serves and not a personal right possessed by the publisher.

"Thus it is that the major asset of any newspaper is not the material worth of its physical equipment but the reader confidence it enjoys in consequence of an accumulation of years of performance in the public interest, which confidence would be idly booted away by calloused indifference to the public good.

"For years, the newspaper has been fighting for freedom of ideas; now it is engaged in the common fight for the ideas of freedom. Although print paper cannot be fired from a rifle it has its own effectiveness as a weapon for victory. In its news columns, the newspaper presents as factual a recital of the prosecution of the war in its manifold phases as is compatible with national security. In its editorial opinion it stimulates and provokes thought upon subjects pertinent to the war effort.

Newspapers Are Essential

"The necessity for the newspaper in its news and editorial columns keeping its place at the head of the parade is essential. Otherwise, the reader is likely to view today's events from yesterday's viewpoint, to his own confusion.

"During the last 20 years, on the home front, our newspapers covered the turbulent twenties, an era of prohibition, sophistication and liquidation. And the one space-consuming scar that the newspaper carries from that period is the crossword puzzle.

"We covered the truculent thirties from A to Z with its seemingly endless alphabetical designations, blowing hot and cold on planned economy, the more abundant life, and 'ham and eggs.'

"And now we are in the forties, part and parcel of a fight to the finish against cruel, cunning and resourceful enemies of civilization, culture, and our cherished traditions of 'life, liberty, and the pursuit of happiness.'"

Mr. Sterling described the recent scrap collection drive success as "a compelling example of how the newspaper can promote the war effort." He commented on the fact that 69 dailies were 1942 war casualties, and suggested that "this year's chapter remains to be written."

"But," he predicted, "the great majority of the 1,700-odd dailies that survive and the more than 11,000 weeklies will continue to function as an integral part of the war effort, and I believe more efficiently, even with an ever-diminishing supply of print paper and zinc which rank high in the category of critical materials. And they will emerge from the trying travail of war as stronger institutions."

Paper Production Down

There is no hope of maintaining paper production at recent levels, let alone the high levels of 1941 and 1942, and the situation will be further complicated by increasing demands of war uses, he warned.

But, he asked: "Isn't it preferable that your boy in Africa receive his food or his ammunition than that you receive your accustomed supply of newsprint which comes from the very logs that find their way via the pulp mill into cardboard containers? There is only one answer.

"Again, your son's outfit may be set down in the Aleutians. His first need is shelter. Hence building paper. Can you deny that in order that your own supply of newsprint roll on as usual. Of course not. You would not consider it."

The manpower shortage in the principal producing country, Canada, will cause a 20% reduction in pulp wood production, Mr. Sterling said, but he did not translate that cut into terms of newsprint curtailment. It was regarded significant, however, that he had earlier referred to the present curtailment of about 10% as "gentle," and hinted an additional order or orders.

The zinc order, limiting use to 50% of former consumption, effective Feb. 15, will save quantities of the metal which Mr. Sterling described as "peanuts," and should not, he commented, hamper any paper in pictorial presentation. Thinner zinc and smaller cuts were suggested.

He paid tribute to W. G. Chandler, director of the printing and publishing division, and assured the association that any problem arising out of the curtailment order will receive "understanding hearing and a decision determined by one possessed of practical experience."

As a concluding suggestion, he offered this: "It is well for all of us to remember that we are fighting the Axis and not each other!"

Formula for Newsprint Use By Quarters

A suggested formula for estimating newsprint available by quarters has been worked out by one Inland Daily Press Association member and appears in the current Inland bulletin. The formula has been approved by WPB as a proper method of assuring compliance with newsprint limitation Order L-240.

With an exception for publishers using less than 25 tons per quarter, the order provides no publisher shall use in each quarter of 1943 more newsprint than he used to produce the *net paid circulation* of his newspaper in the corresponding quarter of 1941, except that he may add to the amount required by quarters to produce his 1941 net paid circulation, 3% of that amount to take care of damage in transit, spoilage, etc.

In order to compute the number of *pounds* of newsprint available for each month of 1943, based on estimated net paid circulation, the Inlander's formula suggests:

"(1) Multiply the number of pages printed each month in 1941 by the average net paid circulation for the same month.

"(2) This total is the total paid pages printed in that month.

"(3) Divide this figure by the number of pages required to weigh one pound. (In case of this newspaper, 72 pages equal one pound in weight. This figure will vary according to the size of newspaper pages and the quality of newsprint.)

"(4) The figure resulting from this division represents the number of pounds used in each month of 1941 to produce the net paid circulation.

"(5) Compute 3% of the number of pounds used in producing the net paid circulation in each month of 1941, add this 3% figure to the 1941 monthly total. This total figure represents the number of pounds available for the corresponding month in 1943."

EXAMPLE

574	Number of pages printed Jan., 1941
× 18,954	Average net paid circulation, Jan. 1941
10,879,596	Total pages printed January, 1941
÷ 72	Pages per pound.
151,105	Pounds used to produce net paid circulation, Jan., 1941
× .03	3% for waste, etc.
4,533.15	Pounds allowed for waste, etc.
151,105	Pounds as listed above
155,638	Pounds allowable obtained from Jan., 1941
148,932	Pounds allowable, obtained from Feb., 1941
165,782	Pounds allowable, obtained from March, 1941
470,352	Total pounds available for first quarter, 1943.

"To arrive at the total number of pages that can be printed in each quarter, multiply the number of pounds allowed for that quarter by the number of pages in a pound, and then divide by the estimated average gross press run.

EXAMPLE

470,352	Pounds allowed first quarter 1943
× 72	Pages per pound of paper
33,865,344	Pages allowed first quarter 1943
÷ 22,460	Estimated average gross press run, first quarter, 1943
1,508	Pages allowed for first quarter, 1943

N.B.: If gross press run increases during quarter, the pages allowed will be decreased.

If the contract weight of newsprint were used, as approved by WPB, the number of pages per pound would be 73.87, instead of 72 as used in the above example, it was pointed out.

The number of pages which may be printed per quarter, based on above circulations and possibilities as to 1943 net paid circulation and gross press runs, are also worked out. For example:

If average net paid circulation is	21,500	22,000	22,500	23,000
Estimated average gross press run	22,252	22,770	23,288	23,805
First quarter, 470,352 lbs. available				
Pages allowed	1,522	1,487	1,454	1,421
Average pages per day (1942—1,610 pages)	19.8	19.3	18.9	18.5

In connection with this working formula, the Inland publisher has prepared a daily work sheet to determine the size of paper daily for each quarter.

NEW NATIONAL PRESS CLUB OFFICERS

Here are the new officers inducted last week to head the National Press Club for the coming year. L. to r., George W. Coombs, Baltimore Sun, treasurer; Sam O'Neal, St. Louis Star-Times, vice-president; President Felix Cotton, International News Service Washington Bureau; Warren B. Francis, Los Angeles Times, secretary, and Alfred F. Flynn, Wall Street Journal, financial secretary.

Batte Clarifies Newsprint Formula

CHARLOTTE, N. C., Jan. 27—"In my formula for conforming to the newsprint rationing order which appeared in your publication last week I possibly should have further qualified the method by stating that it was suggested as an approximate guide and since no newspaper can foretell the exact circulation it will have for the first quarter of 1943 any formula would necessarily have to be adjusted from time to time according to the trend in circulation and other varying factors.

"To get an absolutely accurate number of total pages produced in the base period of 1941 it would be necessary to multiply the number of pages in each edition each day by the circulation of each edition and we did this on the Observer. In order to further safeguard the control we compare the accumulated tonnage each day this quarter with the accumulated daily tonnage in 1941."

P. H. Batte, general manager, *Charlotte Observer.*

. . . Advertisers . . . Advertising Agencies . . .

Firestone Increases Its Newspaper Ads, Sales

Tire Company Alters Merchandising Program . . . Uses Over 1,000 Dailies And Doubles Its Linage in '42

AKRON, Jan. 25—Probably the outstanding paradox in wartime newspaper advertising is the heavily increased schedule that has been carried consistently by the Firestone Company despite the restricted market factors that have caused other merchandisers in the automotive industry and its allied fields to retrench in the use of newspaper space. Indications now are that Firestone plans to continue its aggressive use of newspaper advertising.

To get a clear understanding of Firestone's sales policy it is necessary to look at the company's background. For over 40 years it had devoted its major efforts to the manufacture and world-wide distribution of tires, tubes and other rubber products. Then almost overnight the picture changed. America's sources of rubber supply were cut off. Tire rationing reduced the great flow of retail sales to a mere trickle. Automobile production ceased. The consequent result was the disappearance of the original tire equipment business.

Using 1,000 Dailies

In the face of this vanishing market Firestone, always a proponent of extensive newspaper advertising, increased its newspaper space. Household equipment, clothing, garden supplies, paint and other general merchandise items were featured in most of the space formerly allotted to tires and tubes. Advertising scheduled in 1942 through its thousands of dealers and 656 company-owned stores was more than double the linage that appeared in 1941. The company has used consistently a list of more than 1,000 of the nation's leading daily newspapers with a combined circulation of more than 30 million.

The stepping up of the size of its advertisements by millions of lines and the increasing of the number of newspapers on the lists were not, however, the only measures taken to reach the American markets through newspaper copy.

Gradual Shift in Products

Firestone's wartime merchandising program was not an overnight transition. Ten years ago the company began to broaden its retail activities beyond the confines of the field of rubber. Batteries and automobile accessories were first in line as supplementary sales items followed in order by auto and home radios. From that point, expansion progressed rapidly as vacuum sweepers, household appliances, gas and electric ranges, refrigerators, washing machines, lawn mowers, garden supplies, fertilizers, sports equipment and outboard motors made their appearance in the display windows of Firestone dealers and stores.

The sale of some of these lines was, of course, restricted by wartime regulations, but Firestone had developed plenty of momentum to meet this contingency and soon plugged these holes in the merchandising program by putting greater sales pressure behind available merchandise and by adding new lines not affected by wartime restrictions. A line of paints, men's work clothes, toys, dishes, poultry equipment are all recent additions which are helping maintain sales volume.

As dealers and stores diversified their sales activities, the training of personnel for specialized selling became an important part of the company's broad program. Much of the sales training program is handled in the field at district sales meetings for dealers, store managers and sales personnel. At its home offices in Akron the Firestone Company sponsors an intensive training course which includes not only sales but general store practice, service and operations as well. All this ties in with the general merchandising program with which Firestone dealers and stores are meeting today's problems and in which newspaper advertising is playing such an important part as the sales spearhead.

Campaigns and Accounts

ESSO MARKETERS are introducing the "Gremlins," trouble-makers in wartime driving, as leading characters in a new advertising campaign on Esso Dealer service throughout their territory. The first of the large space ads are now appearing in newspapers outside the New York area, in 18 states and the District of Columbia. The campaign will stress important conservation and gas saving features in wartime driving.

Henri, Hurst & McDonald, Inc., Chicago agency, is releasing orders to newspapers, small copy, on HALL BROTHER, INC., Kansas City, Mo., makers of greeting cards.

H. W. Kastor & Sons Co., Chicago, is issuing orders to newspapers on ZONITE PRODUCTS CORP., New York.

Arthur Meyerhoff Company, Chicago agency, is using newspapers in a few cities on HOLSUM PRODUCTS COMPANY, Milwaukee.

Gardner Adv. Company, St. Louis, has been named to handle the account of KENT LABORATORIES, St. Louis. (Vitamin Product.)

L'ORLE, INC. announces the appointment of L. H. Hartman Co., Inc. to handle the advertising of its line of cosmetics. The first product to be featured in a test campaign will be the new L'Orle deodorant.

SHELL OIL COMPANY, INC., through J. Walter Thompson Company, is releasing a series of newspaper advertisements featuring gasoline rationing coupons to a list of 340 dailies and weeklies in the Western States.

Ruthrauff & Ryan has been appointed by the NEW CENTURY BEVERAGE COMPANY of Oakland and San Francisco to handle advertising for the firm's Belfast line of sparkling water and soft drinks.

Sidney Garfinkel Agency, San Francisco, has been appointed to handle all advertising for the Pacific Coast division of NORTHRUP, KING & COMPANY, the world's largest field seed marketers.

NATIONAL BISCUIT COMPANY, through Botsford, Constantine & Gardner, San Francisco, are releasing a newspaper and spot radio campaign in California, Oregon, Washington, Arizona, using 12 metropolitan radio stations and 36 newspapers for Shreddies, a "new flavored whole wheat cereal." The campaign is to run 10 weeks.

LEHIGH COAL AND NAVIGATION COMPANY has appointed Lewis & Gilman, Philadelphia, to direct its advertising and that of all its subsidiaries.

The McJunkin Advertising Company, Chicago, has resigned the advertising account of the BOOTH FISHERIES CORPORATION, effective immediately.

CONSTANCE BENNETT COSMETICS COMPANY, Hollywood, has appointed the Milton Weinberg Advertising Company, Los Angeles, to direct advertising.

The SAVINGS BANKS OF NEW YORK STATE are planning to continue their state-wide campaign promoting thrift and savings during 1943. The advertising has as keynote the national war effort. As in 1942, the backbone of the campaign will be both daily and weekly newspapers in all cities and towns where there are participating banks, 1,000, 750 and 600-line ads are to be used. Ruthrauff & Ryan is the agency.

In what is described as "the most intensive advertising and sales promotion campaign in the history of the drug industry," STANDARD BRANDS INCORPORATED will launch a drive for Stams, the new multi-vitamin and mineral tablet, in six middle-western states. The product will be marketed through the drug trade exclusively. Spear-head of the campaign will be the Charlie McCarthy program on the NBC network. In addition to radio, newspapers will play a major role in selling Stams to the public. Leading newspapers in markets of 100,000 population and over will carry full-page or half-page and quarter-page ads on a weekly basis. Ted Bates Advertising handles the account.

Among Advertising Folk

ROBERT L. TAYLOR has resigned as advertising manager of Monsanto Chemical Company, St. Louis, to become editor of *Chemical Industries* magazine with headquarters in New York.

DONALD MCGUINESS has joined the Campbell-Sanford Advertising Company as manager of that organization's Chicago office. McGuiness was previously in the publicity department of the Blue Network in Chicago.

WALTER BURKE of the San Francisco office of McCann-Erickson has been named Pacific counsel chairman of the research committee for the American Association of Advertising Agencies. Mr. Burke has also been made a member of the association's national research committee.

ROBERT A. MCNELL has been named vice-president of Blackett-Sample-Hummert, New York, DAVID J. KEPNER of the Lakeland, Fla., office also has been made a vice-president.

WALTER C. HOUGHTON has been named assistant advertising manager of Calvert Distillers Corporation. He succeeds E. E. GUTTENBERG, who was recently appointed advertising manager. Mr. Houghton joined Calvert in January, 1942, as assistant to Mr. Guttenberg.

J. W. MOORE, advertising and sales promotion manager of the Maple Leaf Milling Company Limited, Toronto, has been elected president of the Association of Canadian Advertisers following a special meeting of the board in Toronto Jan. 25. He replaces PAUL K. ABRAHAMSON, elected only two months ago at the association's annual meeting, who resigned because of his promotion from advertising manager of the Borden Company Limited at Toronto to district sales manager of the Borden Company at Chicago.

JOHN M. BRIDGE, 20 years a Minneapolis advertising man, has joined the staff of Batten, Barton, Durstine & Osborn, Inc., as account representative for the Public Services Department of General Mills, Inc. Recently he has been creative head of the McCann-Erickson Minneapolis office.

EDWIN M. SCHNEEBERG, of the radio copy department, has left Compton Advertising, Inc. to join the Army.

CLAYTON J. COSSE has joined the Stanback (headache powders) organization at Salisbury, N. C., as assistant advertising manager, having transferred from the Philadelphia office of Stanback Jan. 1.

W. D. CARMICHAEL, SR., until Dec. 31 when he retired, vice-president in charge of advertising of the Liggett and Myers Tobacco Company, New York, has returned to Chapel Hill, N. C., to make his home.

WAYNE TISS has been named head of all radio activities for the western offices of Batten, Barton, Durstine & Osborn, Inc. From 1925 to 1930 Tiss was promotion manager of the *Des Moines Register & Tribune*, and promotion manager of the *Minneapolis Star* from 1935 to 1937.

KENNETH W. PLUMB, vice-president and director of Federal Advertising Agency, Inc., has been granted leave of absence for the period of the war. He has been commissioned lieutenant in the Naval Reserve, and assigned to the public relations office, Third Naval District.

Ruthrauff & Ryan, Inc., announce the appointment of DANIEL M. GORDON as manager of the media department. THEODORE C. FISHER remains in charge of the radio time buying section of the media department.

VICK LAUSTSEN, formerly production supervisor on the McCutcheon account for the New York office of McCann-Erickson, Inc., has joined the firm of Tracy Kent, Inc., as production manager.

SIGMUND GREVE, of the Greve Advertising Agency, Inc., St. Paul, has been appointed public relations representative for the Minnesota adjutant general's office.

ALICE ROSS has joined the Franklin Bruck Advertising Corporation, New York, as assistant in charge of media to JULES NATHAN, marketing director. Miss Ross was formerly with the Lawrence C. Gumbinner Advertising Agency.

PRIVATE ARTHUR DART, a member of the San Francisco advertising staff of the Shell Oil Company for the past 14 years, is a clerk at Mather Field, Sacramento, Cal.

CHARLES L. CUSHING, an account executive with Campbell-Ewald Company, has been named promotion manager of *Liberty* magazine.

U. S. Free Space Cut By Daily To Save Paper

Savannah (Ga.) News Tells Readers of Steps Taken to Meet Conservation Order

The *Savannah* (Ga.) *Morning News* Jan. 24 editorially announced various steps it is taking to comply with the government's newsprint conservation order, one of the points noted being that "space limitations will rule out or greatly reduce free space" for government promotion.

Discussing the conservation order, the News pointed out that "an ironical phase of the matter is that the government from which the cut order came, will probably feel its effects more acutely than any other single agency.

Explains Stand

"The Morning News, in common with other newspapers, has given almost unlimited space to the various government wartime efforts. From small reading notices to full-page (and on one Sunday a double-page advertisement) promotion advertisements, have been given the government campaigns.

"All of this space has been freely donated, boosting the sale of War Bonds, collection of scrap metal, educating the public on civilian defense, OPA problems, rationing matters, and many other things. All of these agencies have relied upon free newspaper space to carry their messages, and the newspapers have cooperated cheerfully to the extent of thousands of dollars' worth of linage." "But now it must be different," the News continued, adding, "government agencies should not expect newspapers to continue their liberal policy toward them. It is hoped that department heads will understand the changed status, and not expect the newspapers to publish more than the actual news of their messages."

Other Conservation Steps

Other steps explained by the News follow:

"As news is the main ingredient of a newspaper, the Morning News will endeavor to continue its policy of giving complete coverage of local, state, domestic and world news, and let the ax fall heaviest on some of its features. The management realizes that many of its subscribers will be denied their favorite daily feature. The necessity for this is regrettable, but it is imperative under the rationing plan. And this may be only the preliminary cut in newsprint, the warning having already been sounded that a further reduction may come soon.

"Some of the principal departments of the paper will be affected. For instance, the weekly church notices will have to be reduced to bare essentials; the cross-word puzzle goes out for the duration; some popular comic panels may be eliminated, and some of the commentary columns which have a popular following, are to be war casualties. Unnecessary market leads will be dropped."

O'Donnell Called "Accurate" Worker

Five Washington correspondents Jan. 26 testified in behalf of John O'Donnell, chief of the *New York Daily News* Washington Bureau, in his libel suit against the *Philadelphia Record*. The contingent of newswriters, who all testified along the lines that O'Donnell is an accurate and painstaking newspaperman, was led by Sir Willmott Lewis, of the *London Times*. Others included Morris D. Ervin, *Cincinnati Times-Star;* Charles O. Gridley, *Chicago Sun;* Warren B. Francis, *Los Angeles Times*, and T. R. Goldsmith, who operates a financial news service.

O'Donnell, whose suit opened in Philadelphia last week, is suing the Record for an editorial which appeared in April, 1941, following a story written by O'Donnell. The first court action ended in a mistrial before Judge C. G. Fenerty on Nov. 10.

FCC Estimates Press Wire Slash At $1,300,000

Every User Of Leased Wires Will Get Lower Bill, Study Shows

WASHINGTON, Jan. 28—Newspaper and press association patrons of A. T. & T. long lines will reap an aggregate saving of $1,300,000 as a result of reduced rates negotiated by the Federal Communications Commission, the acccounting division of that agency has computed.

Every user of leased wires will receive a reduced bill—a 25% cut on telephone leased wires and 35% on telegraph, for instance.

In no instance will any newspaper user be required to pay a higher bill, for the same service, than at present. The suggestion that the several classes of rates be combined and made a uniform charge had been made but was rejected. Such a method would have raised press charges.

Effort is being made by FCC to work out the entire scale of reductions in time to make them effective Feb. 1.

Chicago Sun Seeks Answer on Ruling

WASHINGTON, Jan. 27—Representatives of the *Chicago Sun* were expected here today to confer with W. G. Chandler, chief of the Printing and Publishing Division of WPB, with respect to the peculiar print paper problem confronting the Sun, a paper which was not in existence during the base period 1941.

The essential provisions of the WPB order states that a newspaper shall be allowed in any quarter of 1943, an amount of newsprint equal to that which was required to meet net paid circulation in 1941.

A similar situation arose when the zinc order was promulgated. The Sun was not in existence during the base period of the zinc order and an arbitrary allowance was made after a review of all the facts, and a close examination of the paper's contents.

It was indicated today that the same procedure will be followed with respect to print paper.

Akron Story Brings House Probe

AKRON, O., Jan. 25—Reporter Helen Waterhouse of the *Akron Beacon Journal* found herself projected into the national scene and a possible congressional investigation over the weekend as the result of her story that American Marines were forced to unload their own supplies from merchant ships at Guadalcanal when a civilian crew refused to work on Sunday.

The Waterhouse story, copyrighted by the Beacon Journal, was carried by the press associations and special dispatches to newspapers throughout the country.

Representative Carl Vinson, chairman of the House Military Affairs Committee, said he would appoint a special sub-committee to investigate the report, and it was revealed that a Navy investigation also is under way.

Mrs. Waterhouse's story broke after a month of investigation. She received her first tip from a battle-scarred young veteran of the Guadalcanal campaign who told her that "the worst scandal of this war is the shipping strike at Guadalcanal." She checked, altogether, three Marines, a Marine officer and two Navy men.

Unable to get confirmation of the incident through Washington, Mrs. Waterhouse continued to buttonhole every Marine and Navy man who came into Akron from the Solomons.

This material, confirmed through the Beacon Journal's Washington bureau, provided the basis for the copyright story.

Mrs. Waterhouse obtained her first tip on the story a day after bidding her son, Bud, farewell as he left for officers training camp at the Marine base at Parris Island.

For the last five or six years Mrs. Waterhouse has taken the largest number of awards for news stories and features in the Ohio Newspaper Women's competition.

PRESS AT ARMY'S HIGH COMMAND SCHOOL

Five members of the press attending the Army Orientation Course at the Command and General Staff School, Fort Leavenworth, Kan., are shown outside the War Department Theater following one of the class lectures. The 87 business and professional men attending the Army's high command school at the invitation of the War Department are in classes and conferences from 8:00 until 4:30 six days a week and are given enough "homework" to keep them busy every night but Saturday. The class opened on Jan. 4 and will end on Jan. 30. The operation and administration of the Services of Supply, general facts on tactics in the theater of operation and the relation of industrial supply agencies to the war effort make up the course. It is given by the instructors of the Command and General Staff School. Standing, left to right: Walter Cunningham, magazine editor, Christian Science Monitor; Bradley Kelly, vice-president of King Features; Wright Bryan, managing editor, Atlanta Journal; Thomas Underwood, editor, Lexington (Ky.) Herald, and Birmey Imes, editor and publisher, Columbus (Miss.) Commercial Dispatch.

AP Is Upheld by Ex-Ambassador James Gerard

Says It Is Not a Monopoly . . . Cites Existence of Two Other Services

James W. Gerard, former Ambassador to Germany and one of the group of lawyers who drew up the present rules governing the operation of the Associated Press, defended it against the federal government's charges of monopoly in an address broadcast this week over WINS, New York.

"There is a great agency in this country for the gathering of news, called the Associated Press," Mr. Gerard said. "It is now under fire under charge of being a monopoly.

Helped Revamp AP

"Many years ago some of the newspapers in this country agreed to operate together in the collection of news, hiring, for example, domestic and foreign correspondents who sent their dispatches to the newspapers which hired them, and this is the Associated Press.

"I am particularly interested in the charges of monopoly now made because, nearly 50 years ago, I, a young lawyer representing the *New York World*, took part in a meeting which revised and revamped the rules of the Associated Press."

Mr. Gerard likened the field of news to the strip of beach between high and low water mark—a "no man's land"—where he and neighboring summer residents of Fire Island collect and pool their driftwood, although any one is free to gather the wood.

"Now suppose," he went on, "one man appears and says: 'Let me in your little driftwood pool. If you do not I'll complain to the Attorney General.'

There Is No Monopoly

"Why should they let him in? They have not created a monopoly. Do you think any court will compel them to let him in? How does catching driftwood differ from catching news, which is like ownerless wood floating in the open sea?

"And wherein does the association of men who have formed the Associated Press to catch and divide news differ from our little association of driftwood catchers? There is no monopoly. Any one can go and seek news, even the news items that others may have sought or stumbled upon.

"I should hate to lie awake nights thinking that I had been present at the birth of an illegal monopoly.

"That the Associated Press is not a monopoly is proved by the fact that there exists two other news-collecting agencies, the United Press and the International News Service."

N. Y. Times Acts to Conserve Newsprint

The *New York Times* made several changes in make-up in its Sunday, Jan. 24 issues, to conserve newsprint.

All society news was grouped in Section 1. The news of women's activities and women's clubs, the garden pages and the resort and travel pages were moved to the drama section (now Section 2).

"The House in Wartime" department was combined with the "Home Sweet Home" feature in the Sunday Magazine, while the fashion page, which formerly appeared in the society section, was consolidated with the fashion pages in the magazine.

A Statement by MARSHALL FIELD

Founder of The Chicago Sun

MANY people around Chicago keep asking me, *"How is The Sun doing?"* The interest seems to be so general I thought it would be a good idea to answer that question publicly, telling of our troubles along with our accomplishments.

MARSHALL FIELD

Just how well The Sun is doing may surprise you, if you don't happen to know the facts, but first let me clear up a few points and answer a few questions that are most frequently asked me.

Some people have been led to believe that The Sun was conceived and established as a partisan tool.

We printed our first paper December 4, 1941, and three days later came the attack on Pearl Harbor. So it goes without saying that if The Sun had been founded purely on the issue of America's participation in the war, or on any kind of political basis, we would not be in existence today, much less enjoying a healthy growth.

It didn't seem to us that one morning paper in a city of Chicago's size was properly representative of Chicago. It was an un-American situation, existing right here in the city which means so much to me personally.

Los Angeles and Philadelphia each had two morning papers. Boston and New York each had *four*. But Chicagoans had no choice.

At first people didn't seem to realize that what we had in mind was a superior newspaper, based on the highest standards of journalism.

Many who expected miracles were naturally disappointed, but hundreds of the people who were standing in line the night our first issue hit the streets, and temporarily left us, are now coming back as regular subscribers.

Everybody probably remembers the trouble we had at first getting on the closely-controlled newsstands and carrier routes. Many of our friends were indignant and disappointed, but those troubles are now behind us.

The Sun's record of first-year growth both in circulation and advertising has never been approached by any newspaper in the entire history of American journalism.

As a matter of fact, The Sun stands today *eleventh* among all the 356 morning newspapers in the United States.

Here's another interesting fact: I keep running into people who think The Sun (now in its fourteenth month) is in its third, fourth or fifth year.

That's perfectly swell. From the beginning we have tried to give The Sun maturity in its appearance and operation, and Chicago people seem to have accepted The Sun as an established institution.

Unquestionably the major key to our success is our insistence on Truth.

We believe the news columns of a newspaper belong solely to the reader in the form of unadulterated, uncolored news, based on the Truth; that the editorial columns are the place for expressing opinions. For example, cartoons, which are a form of editorial opinion, have never appeared on the front page of The Sun.

Saturated for years with editorialized and distorted news, Chicago *morning* newspaper readers now may choose between news that reports the facts and news that tries to sell a personal and biased point of view. They seem to enjoy the new experience of getting the facts and forming their own opinions.

This is one basic reason for our growth, and here is another: *In our editorial columns we give free play to expression of opinion in a way that is fresh and new in Chicago.* It may be likened, I think, to the old town meeting where citizens were encouraged to express their own opinions, and where free speech in this country was really born.

- *Right now The Sun has only one battle cry:* Win the war and win the peace. *Any policy which blocks the war effort in any way will be condemned by this paper.*
- *In politics, we have no enemies to punish, no friends to reward.*
- *We believe in the democratic principle of majority rule and minority rights.*
- *We propose to hit hard and fairly for the progress of the country and the community.*
- *We believe in the inevitable destiny of Chicago as a world center of commerce and culture.*
- *We established The Sun on fundamental business principles and after a reasonable initial investment we expect and know that the paper, like any other successful business enterprise, will show a profit.*
- *We shall continue to treat the news objectively, without passion or prejudice, and our editorial pages will always invite free discussion and opinion.*
- *We propose to keep on publishing a vigorous, liberal and completely independent paper which will mirror Chicago to itself in its best light.*
- *We aim to help tomorrow be a better day.*

"Weegee" Develops Novel Flash-Bulb Tester

By JACK PRICE

LAST WEEK, while visiting Bob Dorman, manager of Acme Newspictures, we were interrupted several times by cameramen who came into Bob's office to use a flash-bulb tester he had placed on his desk. Naturally, we were keenly interested in the mechanism.

We studied the device at close range and found it to be a simple mechanism which tested the filaments in the flash-bulbs. The gadget consisted of a small metal box in which a small one-and-one-half volt battery was contained. The battery was hooked in series with a small pocket flash-lamp and in the circuit with the flash-bulb when inserted for testing. The flash-bulb filament closed the circuit causing the small lamp to light without firing the bulb.

Some Faulty Bulbs

The device is not new by any means but because of uncertainties these days the device is useful. Due to the heavy demands upon the manufacturers some lamps have been received which are not perfect. The common complaint is against the broken filaments. The percentage of such faulty bulbs although very small is worth guarding against. Usually the cameraman grabs a bunch of lamps and throws them into his carry case then dashes off on an assignment. He rarely ever stopped to inspect the bulbs so when ready to take a picture he would insert the bulb into the holder and use it.

Some important shots have been missed by a faulty bulb hence the interest in the new testing device. The one used by Acme was built by Arthur (Weegee) Fellig, free lance news photographer who specializes in police stories. The success of his table model tester led him to construct a simpler device which may be carried in one's vest pocket. After experimenting with the idea he found a system which is now being put into practical operation. The newer device is the pocket pencil flash-lamp with slight variations. By removing the cap of the holder and having it slotted to take the midget bulbs which use the bayonet base, he practically solved the problem.

When the flash-bulb is inserted into the holder, the circuit is closed by the filament which lights the small lamp. There are no wires or loose connections because the base of the flash-bulb contacts the base of the battery which completes the circuit. The adaptation of an old idea by Weegee shows the alertness of the newscameraman to cope with unexpected problems.

It is possible he may supply his gadget commercially to a selected few if he can get hold of enough lighters.

As the war continues and the drain upon materials becomes more acute, there will be other adaptations and inventions. We have always been of the opinion that the resourcefulness of the news photographer is practically unlimited and before the war ends we believe that these men will be responsible for many new developments in the mechanics of the profession.

Stroboscope Light

WHILE on the subject of make-shift improvements we notice a trend toward the use of the Stroboscope light. In fact we have received a number of inquiries requesting information where one may be purchased and in a few instances we have been asked to look about and locate some used lamps.

Although the stroboscope lamp has its advantages in these times and some operators have found it more economical, we do believe that the bulb situation is not as acute as some would have us believe. We have been informed that there will be sufficient flash-bulbs available to the legitimate newspaper photographers for some time to come even though the manufacturers are operating under difficulties.

On the other hand, the owner of the stroboscope light also faces a problem. If the bulb breaks, he is not going to find it easy to replace hence he will be forced to turn back to the use of flash-bulbs.

Aumuller Has Course

ALBERT C. AUMULLER, president of the Press Photographers Association of New York, will conduct a course in news photography, beginning Feb. 4, at the New York University School of Commerce, Accounts, and Finance at Washington Square. Aumuller has been a staff photographer on the *World-Telegram* since 1936.

1000 AT SPORTS DINNER

PHILADELPHIA, Jan. 27—More than 1,000 sport followers attended the Philadelphia Sports Writers dinner held here at the Benjamin Franklin Hotel, Thursday night. Don Donaghey, chairman of the dinner, cited Barney Ross, who went from boxing to fighting Japs in the Pacific, as the most courageous athlete of the year. War bonds and stamps were auctioned off.

HAD SPECIAL SECTIONS

Two New York evening papers, the *Sun* and *Post* Jan. 11 issued their annual business review sections. The Sun, which carried 42 extra pages with its regular editions that day, published its Seventh Annual "Voice of Business" section, while the Post issued a 24-page "Business and Industry in the War" section.

DROPS HEAD DECKS

The *Los Angeles Times* has discontinued use of decks in heads, except top-of-page headings and those on the front page. Decks formerly were permissible on all stories above the fold.

You Can Sell BOTH

Ohio's Largest Market
—Greater Cleveland

and

Ohio's Second Largest Market
—26 Adjacent Counties

with the

CLEVELAND PLAIN DEALER
Cleveland's Home Newspaper

Photographer Kicked By L. A. Policeman

Edward Phillips, *Los Angeles Herald and Express* photographer, was kicked in the groin by Patrolman John M. Yates, Los Angeles policeman, in the reception room of the District Attorney's office Jan. 12 during the course of an inquiry into asserted police brutalities. Phillips had just made a grab shot of Yates, policeman witness in the brutality death of an accountant under arrest.

Coming in the midst of the investigation, the incident spurred all police officials to swift action. Immediately following the unprovoked attack on the photographer, Chief of Police C. B. Horrall signed suspension papers and ordered Yates to turn in his badge. The policeman was also ordered to trial before a police board of rights.

Phillips succeeded in partially deflecting the kick with his hand.

ENNIS TOOK PHOTO

The outstanding human interest photo taken at the Boston Cocoanut Grove fire which EDITOR & PUBLISHER was told was taken by Photog Sheehan, was actually taken by the *Boston Globe's* William Ennis, we learned this week. The photo shows a priest administering the last rites of the church at the scene of the conflagration. Ennis took the photo and rushed it to his paper, which wired it West in time for early a.m. editions the morning after the fire. Sheehan also took some fine photos, but the one described should be accredited to Ennis.

ALFRED JONES

BEAUMONT, Texas, Jan. 25—Alfred Jones, editor in chief of the *Beaumont Journal* and *Enterprise* and a director of the Enterprise Company, died today at the age of 53. He had been a Texas newspaper man for 30 years.

Camera Knight

A PHOTOGRAPHER with a newspaperman's knack at sizing up what will make a picture story—such as Francis Johnson, head of the photographic department of the *Birmingham (Ala.) Post*, who in a sense is typical of the newer men on newspaper photographic staffs. Johnson went to the Post via the National Youth Administration where he learned to pick pictures which would tell a story. Now he frequently goes to the city editor or society editor with a suggestion as to a picture layout, and doesn't wait for the editor to originate the assignment. In this respect he differs somewhat from the old time staff photographer, who rarely missed the picture when given an assignment but didn't even try to originate any layouts on his own.

Francis Johnson

A helpful practice of Johnson is to clip all pictures as published in the newspaper and make a scrap book of them. When he wants to know when such and such picture ran, he consults this scrapbook and does not have to go and look through the bound files of the paper itself. Study of this scrapbook enables him to improve on his picture taking. It also is used by him to obtain data in filing negatives.

Let Acme Newspictures Help You Solve the Zinc Problem!

Starting February 15, newspapers will be allowed to use only one-half the zinc for engravings that was used in a similar period last year.

The answer is the use of as many mats as possible. Not only will this save zinc, but it will save money.

Every day Acme Newspictures produces the equivalent of a full standard newspaper page of matted pictures—available as a full-page or in chopped mat form.

Through the use of Acme Newspictures' mats your engraving problem can be solved, to a considerable extent.

Write or Wire for Territory and Rates!

Acme Newspictures, Inc.
West Third and Lakeside Ave. Cleveland, Ohio

Postponed Until Victory

As reported recently in this publication, the annual National News Picture Contest sponsored by EDITOR & PUBLISHER will be suspended "until Victory." Hence the presentation of the coveted Graflex Awards for outstanding press photography will be postponed until this popular Contest is resumed.

The suspension of the Contest, however, does not eliminate the spirit of competition which always has marked the work of the nation's press photographers. You cameramen and women are still competing with each other in your daily efforts to make the front page or to "scoop" friendly rivals — and now you are competing additionally with the handicaps of wartime restrictions and regulations.

In your Graflex-made Camera you have a dependable ally in this continuing competition. Take good care of it because it is irreplaceable until the war has been won.

GRAFLEX
AMERICAN-MADE
Prize-Winning
CAMERAS

FOLMER GRAFLEX CORPORATION, ROCHESTER, N. Y., U. S. A.

Bright Ideas

Message to Employes

A NOVEL personal promotion idea was that used last week by the *St. Paul Dispatch* and *Pioneer Press*. Tucked in the pay envelope of each employe was this message:

"In case anyone asks you, here are some of the many ways in which the St. Paul Dispatch and Pioneer Press and its employes are participating in the war effort:

"1. Our carrier organization has sold 976,603 War savings stamps of 10-cent denomination to date—for a total of $97,660.30.

"2. Employes are devoting nearly $10,000 a month to the purchase of War bonds.

"3. Eighty-six employes are now in the armed forces.

"4. Approximately 150 employes have donated blood to the Red Cross blood bank.

"5. Thousands of news and advertising columns have been donated in the interests of such phases of war activity as the scrap drive; Army, Navy, Marine and Coast Guard recruiting drives; Red Cross; U.S.O.; War Chest, etc.

"6. We're constantly cooperating with the government in publicizing new wartime measures and instructing the public in procedure in such things as rationing, tire inspection, etc."

Tribute to Bond Leader

VERN D. CLARK, chairman of the Yellowstone County war savings committee, under whose leadership the county won the distinction of "champion purchaser of United States bonds and stamps" in Montana, was presented a large American flag by Business Manager Fred W. Pierce, on behalf of the *Billings Gazette*, in acknowledgement of Clark's "faithful service to his community and his country."

"The Billings Gazette deems it an honor to present the flag of our country to Vern Clark. No token could better symbolize our regard for his devotion to duty. . . . Keep 'em buying," the citation read.

Tire Inspection Linage

SEVERAL smaller California newspapers are using the tire inspection regulation of the rubber conservation program to garner extra linage. These papers publish the tire inspection and other gas rationing regulations in advertisements under which are run business cards of official tire inspection stations.

Ads are usually sold on a 13 times or more basis at rates calculated in total to pay for the space occupied by the whole advertisement including the gas rationing information.

Word Economy

AN EXAMPLE of how words can be saved in these days of tight newspaper space was effectively demonstrated on the bulletin board of the *Memphis* (Tenn.) *Press-Scimitar*.

As a result, even the editor, E. J. Meeman, who started it all, got a lesson in "writing it shorter." Several days before paper rationing went into effect, Editor Meeman put a 100-word note on the bulletin board, asking that stories be written at least 20% briefer and in some cases 40% shorter.

LaVerne (Pete) Swim, assistant city editor, read the boss' note. He copied it, pasted the copy on the board, after penciling out 21 words, or a little more than 20%. Then Zollie Howard, managing editor, got his pencil to working and whacked the boss' note down to 69 words, making a grand total cut of 31%.

"I don't know of a better illustration in brevity than the way my note was cut," Editor Meeman commented.

Jalopy Round-Up

UNDER sponsorship of the *Detroit Times*, a "1943 Automobile Show" was held in Detroit Jan. 23—a show in which nothing but jalopies were exhibited. The show was held on Washington Boulevard, in downtown Detroit, in cooperation with the Wayne County Salvage Committee. Contests were held in high schools to determine the oldest junked automobile and the winners were those exhibited in the "show." The newspaper awarded prizes of war bonds and stamps in an essay contest held in connection with the promotion, which was part of a Jalopy Round-Up.

In addition, a "torching contest" was held, between wrecking crews of several automobile graveyards to determine who could break up old cars the fastest. Teams of men were entered in the contest, with state and local salvage officials as judges.

The event was handled in a series of promotion stories by Ray Harrington, *Times* reporter, who became the "Jalopy editor" for the occasion. Interest was whetted by placing four jalopy cars on the streets on the day before the contest and inviting readers to identify them, with the winners awarded prizes. In this manner the salvage committee was able to obtain the locations of many hundred old automobiles for later salvage. A daily coupon also aided in this spotting of abandoned or junked cars.

Short Takes

FROM the *Camden* (N. Y.) *Advance Journal*—25 years ago column:

My Tuesdays are meatless
My Wednesdays are wheatless
I'm getting more eatless each day
My home, it is heatless
My bed, it is sheetless
They're all sent to the YMCA.
The barrooms are treatless
The coffee is sweetless
Each day I get poorer and wiser
My stockings are feetless
My trousers are seatless
My God, how I hate the Kaiser.

■

WHEN the "lost-and-found" column in the *Fairview* (Okla.) *Times* carried the church attendance ad of the Rev. C. L. Moser:

"Sheep strayed. Only 23 came for their feed in the morning", the churchman announced that his 'phone began to ring. Each time he'd say "hello" he got the same reply: "Baaa-a-a!"

THE housing situation must be really drastic, judging by this classified ad from the *Brownwood* (Tex.) *Bulletin*: "Wanted to Rent—$5.00 reward for furnished house or apartment for officer's family. Have twin boys age 3, but will drown them if you insist. Dial 6634."

■

A WELL-MEANING civilian on a northbound North Carolina coastal train overheard a soldier in the forward seat talking about his activities in the Army Air Forces.

The civilian wasn't particularly interested until he heard the service man say something to his buddy about "blowing up a P-40 plane."

It was evident that the civilian thought he had cornered a saboteur in Uncle Sam's uniform, for he had not wasted any time and a member of the FBI and two MP's were a reception committee at the next stop.

The soldiers produced their credentials. One explained he was an Air Force photographer from Elizabeth City, N. C., and the blowing up they had been discussing was a photographic term and that they were merely talking about enlarging some pictures of airplanes.

■

WHY advertising solicitors go mad! Under a story headed: DRUNK DRIVER FINED $50 RESULT OF CRASH an *Omaha World-Herald* makeup man placed this reader ad: "Next time you use the car, stop and get a case of Storz Beer, in quart bottles. It makes holiday entertainment much easier.—Adv."

Alexander Woollcott Dies Suddenly at 56

Alexander Woollcott, 56, former New York newspaperman who left the craft more than a decade ago to gain national fame as an author, critic and raconteur, died Jan. 23 in Roosevelt Hospital, New York, following a heart attack. Mr. Woollcott was stricken while participating in a War Writers' Board radio program in the CBS's New York studios. Rushed to the hospital following his collapse, he died a few hours later.

Mr. Woollcott, who began newspapering on the *New York Times* shortly after he left Hamilton College, was appointed drama critic of that paper in 1914, and his career there lasted until 1922, with time out for service with the AEF in World War I. He attained the rank of sergeant but saw most of his service on the editorial staff of *The Stars and Stripes*. In 1922 he transferred his services to the *New York Herald*, where he remained three years, and then joined the *New York World* where he remained until its demise in 1931.

Famed for his acidulous tongue, Mr. Woollcott was the subject around which the stage hit, "The Man Who Came to Dinner," was written. He played the lead role in a West Coast production of it when it made its debut. He was the author of a number of books and for several years also wrote for the *New Yorker* magazine.

LEADERSHIP
because of
READERSHIP

In Women's Retail Clothing Store advertising, The Sun leads every New York weekday newspaper appealing to middle and better income groups. During 1942, advertisers *increased* The Sun's share of this linage.

The Sun
NEW YORK

WORCESTER, Massachusetts

235,125
Population is Concentrated in
WORCESTER'S CITY ZONE

This densely-populated market — heart of industrial New England — rates a MUST on every advertising schedule planned to cover the nation's high spots of buying power.

Worcester's Average Industrial Wage $43.47

First 10 months of 1942, as reported by the Massachusetts Dept. of Labor and Industries.

That's 24 per cent higher than the Massachusetts state average for the same period — 20 per cent higher than Worcester's own high figures for the same period in 1941.

This rich market is covered by The Telegram-Gazette ALONE. No other daily newspaper is published in Worcester. Population: City Zone 235,125. City and Retail Trading Zone 440,770. Telegram-Gazette circulation: over 141,000 average net paid daily. Sunday: over 79,000.

The TELEGRAM-GAZETTE
WORCESTER MASSACHUSETTS
GEORGE F. BOOTH, Publisher
PAUL BLOCK and ASSOCIATES, NATIONAL REPRESENTATIVES
OWNERS of RADIO STATION WTAG

Things that make GREYHOUND a great public service

... also make it a great force for Victory!

The very same features that made Greyhound one of the world's greatest passenger-carriers *have also made it ready and able to do a hugely expanded, essential wartime job.* Greyhound is working at that job full-time, full-strength — carrying the millions who are fighting, working, supporting the war effort. Let's see what some of the best-known Greyhound features mean to America at war.

ECONOMY . . .
Greyhound pioneered travel economy—and today makes an *even more important saving* — using only a fraction as much rubber and fuel per passenger, per mile, as do private autos.

NATIONWIDE COVERAGE..
Serving nearly all of the U.S.A. along 65,000 miles of highways, Greyhound reaches directly more military centers and war-vital places than any other transportation system.

CONVENIENCE . . .
Frequency of schedules is now more important than ever—saving precious time, permitting the planning of trips for hours and days when travel will aid the war effort most.

SCENERY . . .
Just as motor buses have always revealed America's *natural* beauty spots, they now reach the factories, smelters, military camps and bases that are today's most satisfying "scenery"!

COMFORT . . .
Wartime passengers cheerfully accept a little less comfort and convenience than Greyhound offers in peacetime—knowing well that greater travel luxury than ever will come with Victory.

SUPER-COACH . . .
The Super-Coach, which revolutionized highway travel, now transports millions of selectees, men in uniform, war workers. Expect even finer equipment when the war's won!

GREYHOUND

Great Ad Opportunity For Meat Markets, Butchers

By FRANK E. FEHLMAN

(Number 15 in a series)

BEFORE us is a sheet of yellow paper, with this caption on it: "How to make the most of meat"; sub-head, "The nine golden rules to help you share the meat."

Here are the nine Golden Rules, as issued by the American Meat Institute, Chicago: plan meals ahead; know your cuts of meats; store meat safely; cook meat properly; use every bit of your meat; be thrifty with meat leftovers; s-t-r-e-t-c-h that meat flavor; get all the meat information you can; try something new in meat.

In spite of the greatly increased payrolls in the United States, most families are pretty conservative about how they will spend their money. They want information about everything they buy, and the first source of this information is often a newspaper advertisement.

Educate the Butchers

Check back in your local advertising ledger. Add up the total linage you have sold the meat market operators in your town or city. Go way back—10 to 20 years, the period when there were ample quantities of all kinds of meats at reasonable prices. We know of no single paper in the United States that has, in the past, made an effort to educate butchers and meat market operators as to the importance of the nine Golden Rules.

During the past four years, we have spent considerable time in meat markets and food stores that have meat departments. We have always liked the sight and smell of a well-kept meat market. Most men do; so do women. We believe that the average butcher knows all the cuts of all the animals he sells, BUT, we are just a little bit skeptical as to his ability to walk into a kitchen and act as first-class meat cook or chef.

As a matter of fact, our experiences with butchers lead us to the belief that they don't know as much about the preparation and serving of meats as some of their customers.

Butchers Are Busy

The average butcher today is a pretty busy man. All day long he is doing his best to placate old customers and be fair to new customers who have not, up to now, given him any of their business.

We have found him ready to follow selling suggestions. As an example: three years ago we worked out a merchandise plan for one of our friends —The McCormick Company of Baltimore. This is the largest spice house in the country. We suggested to hundreds of butchers that they carry a modest stock of spices that are used in the preparation of certain meat dishes. The resulting sales achieved by some of these butchers exceeded the sales of many independent grocery stores.

So, don't think we are picking on the butcher. We are only trying to state the case as we found it in at least 25 different states.

Here are a few practical suggestions as to how we can help our local meat market prospect render a real service to his customers this year, and next year, and long after peace has been declared.

Most of the butchers we have talked to are just a little punch drunk from the advertising that has been run by chain operators and super-markets. Frequently, these large stores and super-markets offer a weekend special that the independent market operator cannot possibly handle in quantities; and, in addition, he cannot compete with the weekend price schedules of these stores.

When you suggest to him that he run a three-inch ad, three times a week for one year, he laughs and says: "What good will a little ad do against the full-page copy run by the big stores?"

We do not contend that the campaign suggestions that follow will fit any and all markets; but if all of us are to go on a point system, and if every man and woman in the United States is to be on the same basis of buying, the ideas that follow might be used by any market that has, up to now, given very little thought to a continuous, educational type of meat campaign.

Four Themes

Today, most of us are interested in three things when we enter a meat market. *First*: Quality. We want to be sure that we are going to get good meat, regardless of the kind or cut we buy. *Second*: We are pretty much concerned about the price per pound. *Third*: We don't want to be hurried or pushed around when we buy. We want to feel that our business is important. In other words, we want service.

There is another theme that has real advertising value, but today it is of less importance. Deliveries, in normal times, can be emphasized in all copy. Most markets are restricted as to the type of delivery service, if any, that they can offer a new or old customer. Most of us are learning how to carry our meats and groceries and we are mighty glad of the opportunity.

Theme No. 1—Quality: We have been told by many butchers that not one person in a hundred can look at a cut of meat and tell from what part of an animal the meat was cut. Only the butcher knows the value of a given cut of meat. Only the butcher can select the best meats. This places on him a responsibility that he must accept, if he hopes to win a permanent customer and friend. Most of us can recall this situation. Guests are invited for dinner. Our wife has gone to a great deal of trouble to prepare a delicious, tempting dinner. The minute we start carving the roast, duck, chicken or turkey, we almost always know whether the meat is tender. Later, one taste of the meat or fowl tells us whether the meat is good, fair or just plain tough and tasteless. The butcher who starts to advertise quality must be sure that he is not fooling himself. He can fool his customers but once.

List Prices in Ads

Theme No. 2—Price: As this is being written, we are told that this year our armed forces will take about 30% of all the beef, pork, veal, lamb and mutton slaughtered. It is our guess that our armed forces are going to have first choice. They are going to get the finest meats produced in this country. The simplest way for any butcher to convince new customers that he is selling quality meats, is to list in every advertisement, four or five different cuts or types of meat WITH PRICES. True, the prices may "scare off" some prospects, but they will also impress those who would rather have the best at a fair price, than just good or fair meat at any price. Always list prices in every advertisement.

Theme No. 3—Service: Today more men are doing the family meat buying than ever before. Are they better informed than their wives? Do they know more about meats? Are they more careful in their selections? Do they spend less than their wives?

Our answer is NO. As one butcher friend told us, "The average man is a 'sucker' for a good meat salesman. Not only does the good salesman sell the man what he thinks he wants, but he sells him bologna, sausage and other odd items that the woman in the home seldom buys."

Importance of Service

But men are not easily "pushed around" when they start to do a little meat buying. They want their questions answered. They look things over and if there is anything open that they can sample, they think nothing of helping themselves.

Service in a meat market covers a lot of territory. As we see it, service is nothing more than a continuous smile, the willingness to answer questions and appear at all times as though you had all the time in the world. Not all butchers understand the importance of service in a butcher shop.

Run an ad on quality on Monday—another ad on how meats are priced and why on Wednesday—and on Friday, explain that the market is dedicated to giving every customer the best service in town.

At the bottom of every advertisement list four or five cuts of meats or different fowl *and prices per pound*.

If possible, run all ads on the women's pages or next to local news. You will reach more buyers, more prospects, in these two sections.

Three inches, three times a week, for the next 52 weeks, will give your meat market prospect a lot of new friends and regular customers.

In conclusion, remember that this is a country of meat-eaters. There just isn't any substitute for meat, regardless of the cut. It's the most satisfying food that Americans eat. It can be prepared in a hundred different ways. These facts should be repeated over and over again in the copy you prepare for your meat market prospect. Now is an excellent time to start selling some meat market in your city an educational meat service campaign.

AD BUREAU FOLDER

The newspaper's vital role as a wartime educational force, in the classroom as well as in the home, is pictured to advertisers and agencies in the folder just released by the Bureau of Advertising, ANPA.

Ad Bureau Release On Deliverers' Strike

How millions of New Yorkers demonstrated their dependence on newspapers during and immediately after the strike of the Newspaper and Mail Deliverers Union, Dec. 14-16, is described in a folder mailed to national advertisers and agencies by the Bureau of Advertising, ANPA.

"Seldom," the folder points out, "are Americans compelled to learn what it means to be without newspapers. But on three days in December, millions . . . found out."

What New York's newspaper readers said—in letters, in comments to reporters and circulation men and in answers to impartial surveys—is summarized. "Even more eloquent," declares the folder, "was what they did" —their rush by thousands to newspaper offices to get their papers, their avalanche of news-seeking calls that jammed newspaper switchboards.

"For your newspaper," the story concludes, "is far more than headlines or bulletins. It's news . . . maps and pictures as well as words . . . the columnists you follow loyally even when they make you boiling mad . . . the editorials . . . the sports news and comics . . . the wealth of features . . . and the intensely personal news of births and deaths and marriages . . . and the social activities of people you know. It's the ads that guide your daily buying, and the ads that help explain so many of today's wartime perplexities.

"The newspaper is all this and more. It's one thing . . . as the New York strike made millions realize . . . that we can't do without. And that's a fact that no one who places advertising can afford to forget."

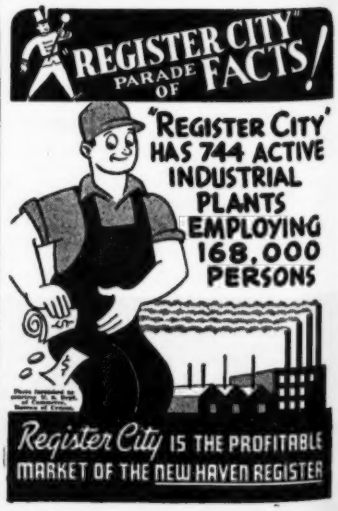
Winston-Salem Bank Clearing Ahead of Natl. Average in '42!

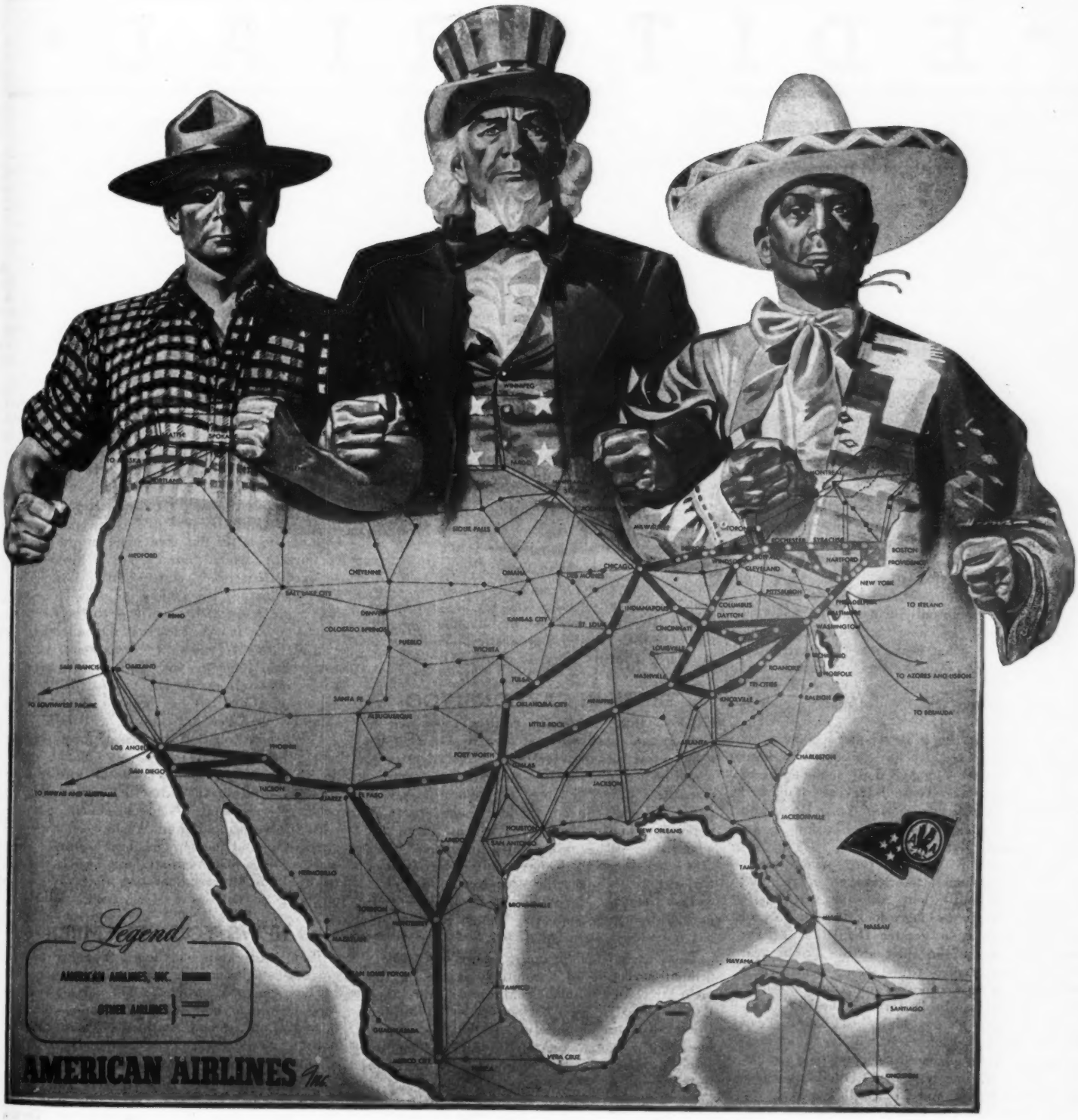
- Confirmation of the fact that Winston-Salem business activity is steadily forging ahead are final figures for 1942 bank clearings . . . well over 700 millions or 19% ahead of 1941 . . . as compared with a 12% gain for 274 key cities . . . or an approximate national average of 15%.
- Bank resources in Winston-Salem grew 17% last year . . . and deposits went up 18% despite unusually heavy investments by people here in War Bonds and Stamps.
- Another "something" has happened in Winston-Salem. National Carbon company will locate a plant here shortly . . . employing 1200 persons . . . adding immeasurably to this market's payroll . . . to its reputation for being an ACTIVE market made up of people with money in their pockets . . . to buy the things you have to sell. Investigate!

JOURNAL & SENTINEL
Winston-Salem, North Carolina
National Representatives:
KELLY-SMITH COMPANY
NBC — Radio Station WSJS — NBC

THE SUNPAPERS OF BALTIMORE
MORNING EVENING SUNDAY
Carried More Than
29 MILLION LINES
of Paid Advertising in 1942

Media Records show that's a gain of 650,000 lines, or 2.3% over 1941. That's ample evidence of the great, rich buying market of Baltimore, and the ability of The Sunpapers to cover that market effectively and economically.





American Airlines, Inc. unites three great allies, CANADA, the UNITED STATES and MEXICO

As we use the indivisible air, effectively we shrink the space that separates us and erase the barriers of language, customs and understanding. Nothing is more symptomatic of our changing world than the closer union of these great nations. What is now a wartime necessity will grow and ripen to a rich hemispherical solidarity.

★ EDITORIAL ★

And above all things have fervent charity among yourselves; for charity shall cover the multitude of sins. I Peter: 8.

WAR AND CIRCULATION

CIRCULATION FIGURES which are tabulated on page 116 of the 1943 INTERNATIONAL YEAR BOOK give for the first time the answer to an often-asked question—what is the effect of war on newspaper circulations?

That war was a circulation stimulant, few doubted. Nobody knew the answer on a nationwide scale, because the figures did not exist in our previous wars. It has been reliably reported that Joseph Pulitzer welcomed the little Spanish-American War as a sort of "laboratory test," but that he soon sickened of the experiment. So did William Randolph Hearst, whose *New York Journal*, like Pulitzer's World, several times hit the million mark for a day or two while the battle was raging. Both found that war-time circulation peaks were extremely gauzy in texture, and mighty expensive to attain. And no New York paper was to top the million mark steadily for another quarter-century.

In World War I, newspaper circulations were just beginning to attain the general and uniform reliability that marks them today. In 1914, sworn semi-annual Post Office statements of daily newspaper circulation were about a year old. The ABC was formed after the war started in 1914. No nationwide tabulation based on either or both of these yardsticks was available until 1919, when EDITOR & PUBLISHER produced a table of newspaper circulations and rates as of Oct. 1 of that year. So we knew where we stood when World War I ended, but we had no reliable data for 1914.

Since then, EDITOR & PUBLISHER has compiled annual tabulations which are considered authoritative for English-language daily newspapers of general circulation. These tables are published annually in the INTERNATIONAL YEAR BOOK and they reveal a steadily rising trend in daily newspaper coverage.

A peak was reached in 1937 which many analysts of newspaper factors thought represented a condition of "saturation." In other words daily newspapers could no longer look for any rate of increased circulation greater than that of the population increase in their areas. For a year or two, that seemed to be true. Then came Hitler's series of war moves, and American newspapers circulations broke through the 1937 "ceilings," reaching a new high just before Pearl Harbor. Since that "day that will live in infamy," newspapers have increased their net paid circulations to an all-time high of 17,110,611 morning, 26,264,239 evening, and 35,293,543 Sunday.

We doubt that the 1944 INTERNATIONAL YEAR BOOK will show that the present figures have been again beaten. Rationing of print paper alone will militate against circulation growth—but we realize that a succession of United Nations victories through the summer, climaxed in a collapse of the Axis cause, might well put our prediction into the "file and forget" basket. We'll gladly accept that fate for it as one price of an early victory.

HONEST CIRCULATION FIGURES

A RARE LEGAL ACTION was reported in these columns last week as having been started by a Federal Grand Jury in western New York against the *Niagara Daily Press*, of Tonawanda. Fraud is charged, on the basis of the difference between alleged representations of the paper's circulation to advertisers and the actual published circulation.

It is rare indeed that a newspaper is placed in jeopardy on a charge of using the mails to defraud. That procedure is one of the busiest in the government's legal armament, and many an advertiser has felt its lash—but newspapers have been curiosities as defendants.

This case, it seems, is strictly under the mail fraud statute. The Bourne Law of 1912, which ordered the publication of daily newspaper circulation and ownership, is only incidentally involved. Uncle Sam has not found that 30-year-old law useful in punishing publishers who do not truthfully answer the questions it requires. But the mail fraud law, kept sharp and bright by frequent use in all sorts of litigation, is always a weapon against even the slightest use of the mail which results in a provable fraud.

So far, the Tonawanda case is only an indictment. The defendant must be presumed innocent until proof to the contrary is established legally. No matter what the outcome, the suit will go into legal and journalistic archives—as a rare bird, if for no other reason.

TRUTH IN CAPTIONS, TOO

NEW YORK newspaper readers were told a couple of years ago that their new daily, *PM*, would print the news truthfully. No advertising would be accepted, because advertising was recognized as a prime source of the color that newspapers allegedly introduced into their reports of important matters. Well, PM has taken no advertising. It has printed little "exclusive" news that other editors might have omitted for "policy" reasons. It has taken the other New York dailies to task frequently for small and great lapses from journalistic perfection, even though its own job has not always been up to par.

This week, for instance, most newspapers printed a picture of a military parade on the main street of Casablanca, Morocco. All except PM displayed it as a background scene for the Roosevelt-Churchill meetings. We saw credit lines on the shot to two of the three big picture services, none of which claimed wire or radio transmission.

On a picture identical in every major respect with those in the other papers, PM for Jan. 27 credited no picture service, and used this caption:

"Casablanca Parade for FDR: This radio photo is the first picture on the Roosevelt-Churchill meeting to come from Africa. French and American troops march past the reviewing stand on Casablanca's main street while U. S. planes fly overhead."

Tut, tut, PM. We've all made mistakes on late news and art—but we've also taught our readers to expect better picture coverage than your combination of print and words displayed. Just what would you do with a picture of Roosevelt and Churchill reviewing troops 5,000 miles from home, when said picture showed neither ruler? What about the photographer who made the shot? And what about the editor who made it a 5-column cut? Maybe, after all, it would be more professional to concede that the thing was a bad stab at trickery. It's hard to explain otherwise.

"OFF THE RECORD"

ON THE BASIS of a story printed in our Jan. 16 issue, concerning an "off-the-record" meeting between officers of the American Newspaper Guild and Assistant Attorney General Arnold, our theories of respecting confidences have been questioned by both parties to the conference. That there may be no further doubt, we say:

If EDITOR & PUBLISHER is represented at an "off-the-record" meeting and if that fact is a condition of its presence there, the "off-the-record" is an absolute pledge, not to be broken without the consent of all concerned.

Is that plain enough?

The meeting between Mr. Arnold and the Guild IEB did not meet that condition. Properly and understandably, EDITOR & PUBLISHER was not informed of the meeting officially. That it had happened was picked up as a piece of trade news by one of our New York staff. If true, it was worth reporting in as great detail as could be obtained. Mr. Arnold's office declined to comment. So did the principal Guild participants. One of the latter did give some information, in confidence, which our reporter declares he received from other sources without limitation. What he learned from many inquiries he printed, and what he printed was true with the exception of two minor inaccuracies that did not affect the central fact. We thought it was news that Mr. Arnold had come to New York to talk over the government suit against the Associated Press with an organization that has been at times at odds with the AP. We still think it was news.

People who hold "off-the-record" meetings must police their own boundaries. No "off-the-record" pledge is binding upon a reporter who did not give his word to the interested parties. If the contrary were true, it's precious little news we should have printed from Washington these few years past—but the news has been printed. Executive sessions of the Senate have been accurately reported, by the same process that we used in reporting the Guild and Mr. Arnold.

NEWS YOU REMEMBER

ALL OF US were ballyhooed Tuesday evening into listening for the promised "announcement to the American people." The advance notice was a strange and artificial stunt—which we hope will not become routine—but skip that for now.

Among the listeners was Frank E. Tripp, general manager of the Gannett Newspapers and radio stations. He heard the regular announcement, then a succession of commentators. Then a carrier delivered the *Elmira* (N. Y.) *Advertiser's* extra on the Casablanca story. You might think that it could have brought nothing to a man who had been listening only to that news for an hour or more, but Tripp read the extra anyway.

In his Jan. 27 column in the *Elmira Star-Gazette*, he told this story, declaring that the printed page gave him 21 distinct facts which had not registered on his consciousness via the air—or the ear. Frank Tripp can qualify as an impartial witness in this instance, and his conclusion is worth a lot of thought. He wrote:

"The radio is the news bulletin board, the newspaper the referable printed record—the textbook of the news. Both are essential.

"But it will be just too bad if Young America ever gets the notion that it can remember enough of what it hears to be well and accurately informed."

Very well put, Mr. Tripp.

PERSONAL MENTION

PAUL C. SMITH, former editor of the *San Francisco Chronicle*, who recently resigned a commission as lieutenant commander in the Navy's press relations department to became a Marine private, was judged "America's Outstanding Young Man of 1942." That was the decision of the U. S. Junior Association of Commerce and its award was given to Smith, who is 34, at a meeting in Chicago last week.

Paul C. Smith

Clark Howell, president and publisher of the *Atlanta Constitution*, has been formally inducted by Governor Elliss Armall as the adjutant general of the new Georgia administration. Howell held the rank of lieutenant colonel in the regular Army prior to accepting the appointment and now will have the rank of brigadier general.

Captain Enoch Brown, vice-president and general manager of the Memphis Publishing Company which publishes the *Commercial Appeal* and the *Press-Scimitar*, has been commissioned a major in the Army Reserve Corps and has left for the Army's school of military government at Charlottesville, Va.

State Senator Carter Glass, Jr., has been commissioned a major in the special service division of the United States Army and will report for temporary duty in Washington early next week. He is associate publisher of the *Lynchburg News* and *Advance*.

George T. Cameron, president and publisher of the *San Francisco Chronicle*, and Clarence R. Lindner, publisher of the *San Francisco Examiner*, have accepted memberships in the San Francisco Port Committee of the United Seamen's Service, which is establishing recuperative centers and recreation clubs for survivors of torpedoed ships.

Mr. and Mrs. John C. Kelly of Sioux City, Iowa, announced the birth of a son Jan. 22. Mr. Kelly is vice-president of the Journal-Tribune Publishing Company.

W. Cliff McDowell, former publisher of the *Turlock* (Cal.) *Morning* and *Evening Journal*, and the *Eugene* (Ore.) *News*, is now a lieutenant, s.g. on the staff of the Naval Air Station at Quonset Point, R. I.

Lowell Pratt, editor and co-publisher of the Selma (Cal.) Enterprise, has been elected a member of the College Foundation of the Fresno State College, an organization which receives and administers gifts, etc., for the benefit of the college.

In The Business Office

MAX KRAMER has been appointed to the position of general business manager of the *New Bedford Standard-Times*, *Cape Cod Standard-Times* and Radio Station WNBH, it has been announced by Basil Brewer, publisher and owner. Mr. Kramer has been assistant to the publisher for several years.

Vint T. Campbell, for nearly three years advertising manager of the *Petersburg* (Va.) *Progess-Index*, has been named business manager. Mr. Campbell has been associated with the Progress-Index for 13 years.

Robert C. Pace, display advertising manager for the *Danville* (Ill.) *Commercial-News*, has just been acclaimed the community's "Most Distinguished Citizen for 1942" by the Danville Junior Chamber of Commerce.

Ems McClung, *South San Francisco Enterprise*, was elected president of the California Advertising Managers Association, Northern Unit, at the group's annual meeting in December. Other officers named were Robert Keely, *Burlingame Advance*, vice-president, and Marshall Virello, *Palo Alto Times*, secretary-treasurer.

Frank L. McShane, general manager of the *Annapolis Evening Capital* and *Maryland Gazette*, was reported in a critical condition this week from injuries suffered when he was struck by a truck near Edgewood, Md. He suffered severe shock, arm and leg fractures, possible fractured skull and possible internal injuries. He was graduated from Harvard in 1912 and was first employed by the *Boston Herald-Traveler*. He was successively advertising manager of the *Newark* (N. J.) *Evening News; Boston American;* business manager of the *Pittsburgh Post-Gazette;* advertising and business manager and publisher of the *Baltimore News* and *Sunday American*, and publisher of the *Rochester Evening Journal* and *Sunday American* before going to Annapolis.

Dan Haggerty has resigned from Ward-Griffith Co., Inc., newspaper representatives. He has been appointed secretary to the Hon. Charles S. Colden, who was inducted Jan. 1 as Justice of the Supreme Court, Second Judicial District, State of New York. Mr. Haggerty for many years was New York office manager for Chas. H. Eddy Co.

Dan R. Freeman, member of the advertising staff of the *San Diego* (Cal.) *Union* and *Tribune-Sun* for 11 years, has been elected president of the San Diego Newspaper Guild.

John K. Sheehy, formerly with the *Oneida* (N. Y.) *Dispatch*, is now on the local advertising staff of the *Troy* (N. Y.) *Record*.

Mrs. Patricia Young of the advertising department of the *Portland* (Me.) *Press Herald, Express* and *Sunday Telegram*, has resigned in order to join her husband at a Western Army post.

Charles F. Bienbeck, formerly with Paul Block & Associates and the advertising department of the *New York Times*, has joined the *Liberty* sales staff.

S. M. Luce, former advertising agent and publisher in Michigan, recently became advertising manager for the Solo Serve Department Store, San Antonio. He formerly published the *Big Rapids Pioneer* and the *Hancock Evening Copper Journal*.

James F. Duggan, advertising representative for the Springfield (Mass.) Newspapers, became the father of a boy Jan. 26.

In The Editorial Rooms

A. VERNON CROOP has been appointed acting managing editor of the *Rochester Democrat & Chronicle*, morning and Sunday paper of the Rochester Gannett Newspapers, it was announced by Erwin R. Davenport, general manager. Croop assumes the duties of George R. Shoals, now a first lieutenant in the Army. Lieut. Shoals had been with the paper seven years after a period as Sunday editor of the *Rochester Journal-American*. Croop went to the Democrat & Chronicle after serving with the *Rochester Times-Union*, evening Gannett paper, from 1926 to 1941, during which time he rose to city editor. He was news editor of the Democrat & Chronicle before this appointment. Croop will be assisted by Norris W. Vagg, formerly chief of the copy desk.

Tom Wallace, editor of the *Louisville Times*, has submitted the first manuscript for the Alfred A. Knopf Newsmen's Award, which was announced last fall. The competition is open to any American citizen regularly employed in any capacity by any English-language newspaper, news magazine of general circulation, press association or syndicate. Only book-length works of non-fiction are eligible. Closing date is June 1.

Burl A. Ely has been appointed temporary Pacific Coast director of International News Service, taking the post left vacant by the death of Haakon H. Hammer. Mr. Ely has been with INS about 15 years. He is from the New York office.

William Carah, city editor of the *Chico* (Cal.) *Record*, has been assigned to the public relations department of the Chico Air Base following his enlistment in the Army Air Forces. He has been replaced by Paul Thomp-

(*Continued on next page*)

FOLKS WORTH KNOWING

ALTHOUGH one of the youngest presidents of the California Newspaper Publishers Association at 39, Percy M. Whiteside has been in the newspaper business in California for 20 years. He is also the first CNPA president to own and publish both daily and weekly newspapers, and to be a radio station owner as well. Add to the "firsts" publisher-pilot. He holds a private pilot's license, has his own plane and while fond of all outdoor activities including swimming, riding and speed boats, is most enthusiastic about flying. In fact, it is a "Flying Family" as his wife, son and daughter are student pilots.

Percy Whiteside

Mr. Whiteside began his journalistic career by "sweeping out" and running presses at the *Tulare Daily Register* in 1918 and by 1922 had become city editor, when at the age of 19 he was one of the youngest men in America to hold that position on a daily newspaper. In 1929 he launched out on his own and founded the *Tulare Daily Times*. Within three years, in 1932, he purchased the merged *Advance-Register* at a receiver's sale. Since that time he has continued publication of the Times (morning) and Advance-Register (evening) which are now located in an attractive new Spanish type building.

In 1938 he was one of the founders and owners of radio station KTKC located between Tulare and Visalia. And in 1939 he purchased the *Lemoore Advance* (weekly), which he has continued to manage and publish. Secretary, and later president of the San Joaquin Valley Unit of the CNPA, he has also served on the State Advisory and Executive council for a number of years. He is also a member of Stanford Chapter of Sigma Delta Chi, professional journalism fraternity. In his own city he has been active in all civic organizations having just completed a two-year term as president of the Tulare chamber of commerce.

"doing the best job of war correspondence that has come out of this conflict"

Ernie Pyle chats with an American soldier outside a hospital tent in Algeria.

ERNIE PYLE

Malcolm W. Bingay devoted his entire column in The Detroit Free Press the other day to an appreciation of Ernie Pyle's achievements as a reporter.

Pyle is now in North Africa and, says Mr. Bingay, "doing the best job of war correspondence that has come out of this conflict."

One reason, Mr. Bingay believes, is that Pyle sticks to facts and understands folks.

"The gift of Ernie Pyle is his understanding that after all the ultimate problems of the world are human problems. A nation is just a collection of human beings. If we understand them, we can begin to understand all else.

"That is why the great pundits who have specialized on military history and world diplomacy now are quoting what Ernie Pyle says."

Pyle's daily dispatches from North Africa are available as a spot feature. Would you like us to quote terms?

United
FEATURE
SYNDICATE
220 EAST 42ND STREET
NEW YORK CITY

PERSONALS

continued from page 19

son, reporter on the Record who was formerly a San Francisco newspaperman.

Dr. Julian S. Miller, editor of the *Charlotte* (N. C.) *Observer*, underwent a minor operation last week in Memorial hospital. He is getting along nicely and expects to be released from the hospital in the next 10 days.

Karl Schriftgiesser, author of "The Amazing Roosevelt Family," has signed a contract with the Atlantic Monthly Press for a biography of Henry Cabot Lodge. The title will be "The Gentleman From Nahant." The book will be published under the imprint of the Atlantic Monthly and Little, Brown & Co. Mr. Schriftgiesser is on the staff of the *New York Times*.

Dr. Henry B. Rathbone, dean of the School of Journalism at New York University from 1924 to 1941, has been appointed to the faculty of Washington and Lee University, Lexington, Va., for the second semester as visiting professor of journalism. He succeeds Robert M. Hodges, who recently accepted a position with the N. W. Ayer & Son Advertising Agency.

J. L. Burton Lewis, a Canadian newspaper man appointed last August as executive director of the *Jamaica Daily Express*, Kingston, Jamaica, is returning to Canada, on vacation, accompanied by Mrs. Lewis. During February and March they will visit Toronto, Ottawa and Montreal, and perhaps proceed to Vancouver, B. C., where Mr. Lewis was last employed in Canada as managing editor of the *News-Herald*. While in Canada Mr. Lewis will make his headquarters at the Royal York Hotel, Toronto.

Robert O'Brien, on the rewrite desk at the *San Francisco Chronicle* for the past four years, has taken over the columnist chores of Herb Caen, who is now in the Army.

Janet Robb has resigned from the *San Antonio Express* local staff and is joining the *San Antonio Light*. Others no longer on the Express staff are E. M. Thomason, Joyce Mercer McCoach and Glen Stanfield. D. C. Fenwick, formerly on the *San Antonio Evening News* staff, has returned to Ohio.

Juliet Knight has resigned as news editor of the *Beeville* (Tex.) *Bee-Picayune* to join the *Corpus Christi Caller* reportorial staff.

Sigman Byrd, former *San Antonio Light* rewrite man, has resigned to join the *Houston Post*.

George G. Berry has joined the staff of the *Springfield* (Mass.) *Republican* as a reporter. David W. Lupien, Jr., has joined the photographic staff.

Raymond M. Schneider, political writer and for 17 years on the staffs of the *St. Paul Dispatch* and *Pioneer Press*, will take a position next month with the Brown & Bigelow firm, St. Paul manufacturers of remembrance advertising. George Christmas, financial page editor of the newspapers, accepted a position with the company last week. Schneider will be replaced by Donald F. Voigt, deputy St. Paul commissioner of public works and former *St. Paul Daily News* reporter.

Earl Aronson, of the Associated Press staff in Portland, Me., formerly with the *Springfield* (Mass.) *Union*, and Mrs. Aronson, are the parents of a daughter, Rhoda Ellen.

Capt. David Lathan Mims, former *Spartanburg* (S. C.) *Herald* reporter and now overseas, and Mrs. Mims are parents of a son, David Lathan Mims, II, born Jan. 22 at Hotel Diue Hospital, New Orleans, La.

Frank Green, former Transcontinental and Western Air, Inc., employe at Hollywood, now is a reporter for the *Sioux City* (Iowa) *Journal-Tribune*.

Kyle Palmer, political editor of the *Los Angeles Times*, has been sent to Hawaii to report first-hand conditions in the war zone.

Hugh A. (Bud) Lewis has been appointed city editor of the *Los Angeles Times*. Lewis formerly was assistant city editor.

W. Paul Wright, sports editor of the *Fullerton* (Cal.) *News-Tribune*, has resigned to join the public relations department of Solar Aircraft Corporation at San Diego, Cal. He succeeds Vic Rowland, formerly of the *Santa Ana* (Cal.) *Journal*, who enlisted as a flying cadet at the Santa Ana Army Air Base.

Sam Moskowitz, who has been on the wire-desk at the *Philadelphia Inquirer* for some years, has resigned to accept a position at the Philadelphia Navy Yard.

Rose McKee, the first woman to work on the rim of the *Philadelphia Inquirer* copy desk, where she has been for some months, has been transferred to the rewrite battery.

Dick Reitner, *Philadelphia Bulletin* district man who wrote the lyrics to the hit tune of several years ago, "The Mulberry Bush," has dashed off the words and music for another success, "Old Woman Brown."

Charles P. Polk, ex-*Philadelphia Ledger* city hall reporter, is now with the Philadelphia Transportation Company.

George Beck moves from the Associated Press to the *Philadelphia Inquirer* rewrite battery next week.

Alex Griffin, assistant managing editor of the *Philadelphia Record* and author of "Here Come the Marines," is in Hannemann Hospital with pneumonia. His work has been taken over by Harry B. Nason, ex-managing editor of the *New York Evening Post*, who started on the rim of the copy desk two weeks ago.

Lester Combs, Jr., former radio director of Potts-Turnbull Advertising Agency in Kansas City, is a new member of the *Topeka* (Kan.) *Daily Capital* editorial staff. Previously he was with the *Kansas City Journal* and the *Parsons* (Kan.) *Sun*. Verno Shorthill, a Topeka High School student, has joined the staff as copy boy. Miss Estella Marshall has taken over the column "Grass Roots," a column of clipped editorial comment from other Kansas papers.

Mrs. Horace DuBose has been transferred from the news staff to the telegraph desk on the *Winston-Salem* (N. C.) *Journal*.

Jim Wommack, *Winston-Salem* (N. C.) *Sentinel*, afternoon daily photographer, is in the hospital with burns from his hip to his ankle, caused by an exploding firecracker which he had in his hip pocket. He is a fireworks "expert," this being his hobby. The accident occurred when he was shooting the fireworks in celebration of his birthday.

Robert S. Wood, of New York, a former correspondent of the *London Times* and one time assistant managing editor of the *New York World*, has been appointed director of public affairs in the Washington office of Columbia Broadcasting System.

William Ray, formerly head of the NBC central division press department, has been named head of the NBC central division news and special events department, Chicago, succeeding Ken Fry, who joins the Overseas Branch of OWI, effective Feb. 1. Jack Ryan has been appointed to succeed Ray as head of the press department. Ray was formerly a reporter for the *Louisville Courier-Journal* and the old *Chicago Evening Post* before joining NBC.

Witmer Eberle has resigned as city editor of the *Canandaigua* (N. Y.) *Daily Messenger* and has returned to Harrisburg, Pa., where he is state editor of the *Harrisburg Patriot*.

Tom Meanley, Jr., reporter-photographer of the *Memphis* (Tenn.) *Press-Scimitar*, and Mrs. Meanley are the parents of their third son born Jan. 20 at Methodist Hospital. Mr. Meanley is a grandson of the late E. W. Scripps, founder of the Scripps-Howard Newspapers.

Oliver Crawley, formerly on the staff of the *Winston-Salem* (N. C.) *Journal*, has been named North Carolina officer of the Office of War Information with offices in the Capital Club Building, Raleigh.

Edwin Schoenleb, makeup editor of the *Canton* (O.) *Repository* for eight years and prior to that with the *Portsmouth Times*, Brush-Moore Newspapers, has joined the copy desk of the *Akron Beacon Journal*.

Betty French has been named theater editor of the *Akron Beacon Journal*, succeeding Edward E. Gloss who is devoting his full time to the copy desk.

Mrs. Perry Tucker has joined the art staff of the *Akron Beacon Journal* and Fred Tambling, commercial photographer, has taken the place of Frank Goddard, who recently joined the Navy.

Tom Kinney, former *Columbus* (Ga.) *Ledger-Enquirer* sports editor, has joined the *Augusta* (Ga.) *Chronicle* staff as sports editor.

Mrs. Lucia Donnelly has been assigned the circuit and federal courthouse beat for both the *Spartanburg* (S. C.) *Herald* and *Journal*. She replaces her husband, Irish Donnelly, fromer Journal courts reporter and now in the Army Air Forces, and Glen W. Naves, Herald courts reporter, who will leave for duty soon in the Naval Reserve.

Darwin Flakell has resigned from the editorial staff of the *San Diego* (Cal.) *Union* to devote full time to studies at San Diego State College, prior to entering Armed Forces.

Russell W. Wilson, formerly with the *Des Moines* (Ia.) *Tribune* and more recently with the *San Francisco Examiner*, has joined the overseas branch of the Office of War Information in the latter city, as an associate editor.

Robert Bennyhoff, of the Los Angeles staff of the United Press, has been transferred to Reno, Nev., to assist State Manager Arthur Suverkrup in covering the Nevada legislature at Carson City.

Charles W. Saulsberry, former sports editor and reporter for the *Daily Oklahoman*, has joined the staff of the industrial and public relations department of the Douglas Aircraft Co. at Oklahoma City, and will have charge of press relations and employe publications departments.

Harmon Phillips, city editor of the *Tulsa* (Okla.) *Tribune* has been reelected president of the Tulsa Press Club.

Miss Catherine O'Hara society editor of the *Elk City* (Okla.) *Daily News* for the past three years has resigned.

Paul Harmon for two years circulation manager of the *Corbin* (Ky.) *Daily Tribune*, and more recently sports editor of the *Danville* (Va.) *Register*, is now a staff writer in the city room of the *Richmond* (Va.) *Times-Dispatch*.

Marvin N. Gay, who was for four years sports editor of the *Corbin Daily Tribune*, has accepted a position on the copy desk of the *Louisville* (Ky.) *Times*. Eddie Logsdon, erstwhile columnist on the Corbin Tribune, is a staffer on the *Louisville Courier-Journal*.

Ray Peterson, former staff member of the *Richmond Times-Dispatch* has accepted a position with the Associated Press at Philadelphia.

Lucille Lowe is the new *Ogden* (Utah) *Standard-Examiner* reporter, taking the place of Gail Barron, who is with the Naval Supply Depot, Clearfield, Utah. Mr. Barron is interviewer at the depot. Miss Lowe was formerly with the *Rocky Mountain News* of Denver, Colo.

(*Continued on page 22*)

EDITOR & PUBLISHER

Every Saturday since 1884

With which have been merged: The Journalist, established March 24, 1884; Newspaperdom, March, 1892; Fourth Estate, March 1, 1894; Editor & Publisher, December 7, 1901; Advertising, February 7, 1925. Titles Registered and Patented. Contents copyrighted 1943.

THE EDITOR & PUBLISHER COMPANY, INC.
JAMES WRIGHT BROWN, *President*
JAMES WRIGHT BROWN, JR., *Vice-President*
CHARLES T. STUART, *Treasurer*
ROBERT U. BROWN, *Secretary*

General Publication Offices:
Seventeenth Floor, Times Tower
42d Street and Broadway, New York, N. Y.
Telephones:
BRyant 9-3052, 3053, 3054, 3055, and 3056

A NEWSPAPER FOR MAKERS OF NEWSPAPERS

ARTHUR T. ROBB, *Editor;* ROBERT U. BROWN, *Managing Editor;* WALTER E. SCHNEIDER, *Associate Editor;* STEPHEN J. MONCHAK, *Features;* JACK PRICE, T. S. IRVIN, W. LIVINGSTON LARNED, FRANK H. FEHLMAN *Contributing Editors;* MRS. S. L. DARE and VIRGINIA BROWN, *Librarians.*

JAMES WRIGHT BROWN, JR., *Publisher;* CHARLES T. STUART, *General Manager and Advertising Director;* JOSIAH B. KEENEY, *Marketing and Research Manager;* GEORGE H. STRATE, *Circulation Manager;* JOHN JOHNSON, *Classified and Placement Manager.*

Washington, D. C. Bureau, JAMES J. BUTLER, 1383 *National Press Bldg.,* Telephone, Republic 1980.

Chicago Bureau, 810 *London Guarantee and Accident Building,* 360 *North Michigan Avenue,* Tel. State 4868; GEORGE A. BRANDENBURG, *Editor;* HARRY K. BLACK, *Advertising Representative.*

Pacific Coast Correspondent: HARRY NELSON, 2402 *Russell Street,* Berkeley, Cal., Telephone, Thornwall 8868; DONALD R. TAYLOR, 1410 *Norton Ave.,* Glendale, Telephone, Douglas 1014.

Pacific Coast Advertising Representative: DUNCAN A. SCOTT, *Mills Building,* San Francisco; Telephone, Sutter 1393; and *Western Pacific Building,* Los Angeles, Telephone, Prospect 5319.

London Office: VERA CHANDLER, *Manager,* "Downalong," Barnet Gate Lane, Arkley, Herts, England

DISPLAY ADVERTISING RATES effective Dec. 1, 1937: 85c per agate line or series of insertions as follows:

Sizes	Lines Agate	1 Time	6 Times	13 Times	26 Times	52 Times
Page	672	$275	$234	$220	$206	$182
½ Page	336	154	131	123	116	103
¼ Page	168	85	72*	68*	64*	57
⅛ Page	84	55	47*	44*	41*	37
1/16 Page	42	33	28*	26*	24*	22

The single column forty-two line rate-maker card at a cost of $22 per week earns as low a rate on a 52 time basis as any other schedule; namely, $182 per page; $103 half-page; $57 quarter-page. *Quarter, eighth and sixteenth must be on regular schedule.

CLASSIFIED RATES: 90c per agate line one time; 70c per agate line four times.

SITUATIONS WANTED: 50c per agate line one time; 40c per agate line four times (count five words to the line).

SUBSCRIPTION RATES: By mail payable in advance: United States and Island Possessions, $4 per year; Canada, $4.50; Foreign, $5.

CLUB RATES: The club rates are applicable to all subscriptions in any one organization—whether paid for by the company or individuals. Three subscriptions to separate addresses for one year each or one subscription for three years, $10; five or more subscriptions in one group to different addresses for one year at $3 each, or individual subscriptions for five years at $15; additional subscriptions on the same basis—namely, $3 per year payable in advance.

Member: Advertising Federation of America, National Editorial Association, National Better Business Bureau, and the Audit Bureau of Circulations, with an average audited net paid "A. B. C." circulation every Saturday in the year as follows:

Six Months Ended	Net Paid	Total Distribution
June 30, 1942	11,526	12,277
" 1941	11,873	12,653
" 1940	12,403	13,223
" 1939	12,726	13,783
" 1938	12,360	13,312
" 1937	11,482	12,751

MEAT

AND OUR SECOND YEAR OF THE WAR

7 million Americans under arms . . .

1½ million beyond our borders . . .

All fighters—all meat eaters . . .

As the offensive power of the United Nations grows, so grows the need for meat.

FOOD too has become part of the "grand strategy" of winning this war. Meat for example: Since the meat industry went on a war footing in 1941, it has furnished our armed forces and our allies 4¾ billion pounds of meat—fresh and canned.

This is the equivalent of 19 billion average meat meals.

More than 1200 American meat packing houses and nearly 1000 sausage makers today are doing their utmost to give our own fighters the best diet in the history of warfare; to supply meat to our fighting allies; and still to give every person not in uniform the nutritional values of meat.

Those who are not directly supplying the armed forces and allies are doing their part to supply the home front.

Meat Animal Population

Secretary Wickard's great food-for-victory program starts at the grass roots, where livestock producers are working night and day, often without adequate help, to break their own already phenomenal records.

We have the land, we have the facilities and we have the will to produce.

Actually there is in this bounteous land one beef animal for every two persons; about the same number of hogs; and better than half as many sheep and lambs.

Even with this enormous supply and more on the way, we at home must tighten our belts and spread out meat a little thinner, but we can thank our lucky stars we have it to spread out.

Why is meat Item No. 1 on Uncle Sam's food shopping list? Why does the man in training get nearly a pound of meat a day? Why is meat a basic part of every Army ration, even down to pocket-size Field Ration K?

Meat, to which man always instinctively has turned, is now recognized by science and by the government as a protective food, containing many of the things which make for health, stamina and vitality.*

To make available these benefits of meat on an unprecedented scale, the meat industry has unleashed the full power of its capacity and skill.

Here are a few of the highlights:

One railroad car now does the work of three in the shipment of boneless beef, which provides just as much meat in 60 per cent less space than required by the sides and quarters shipped during World War I.

The new dehydrated beef and pork take up only *one-tenth* of the space in ships that would be required by meat in other forms. These amazing new military products, which preserve the good flavor, the character and the good nutrition of meat, also lend themselves readily to air transport.

On the meat production line—a tremendous new surge. Many new and different kinds of canned meats—stepped up 120 per cent—more than double—over total canned meat production a year ago.

A new creation called "Tushonka" (pieces of pork cooked and canned) is now becoming familiar in the rations of our fighting Russian allies. This is one of many new products created especially for war needs.

For months, experts from the livestock and meat industry have visited military centers helping to train cooks in the preparation of meat on a large scale.

• • •

Under the rising scale of offensive effort, the government, the livestock producer, the meat industry, the sausage maker and the meat retailer, are putting forth every effort to make the meat go 'round—at home as well as on the fighting fronts.

Under necessary restriction orders by the government, deliveries to retailers by the meat industry are limited.

You as a housewife are already at grips with this problem. You have encountered, and will encounter, many shortages and inconveniences.

Who is to blame for them?
Is it the government? **NO.**
Is it the livestock producer? **NO.**
Is it the meat industry? **NO.**
Is it your meat retailer? **NO.**

It is a couple of fellows named Adolf and Tojo.

What the Housewife Can Do

The American housewife is meeting the problem with understanding and resourcefulness. She is "sharing the meat." She is buckling down to doing tricks with food which she never dreamed of before.

She realizes that what we have learned about foods in a period of plenty must not be lost in a period of scarcity and self-denial. She knows that strong, healthy bodies are needed to win this war and to build a better world to live in—that there must be no blackout of good nutrition.

Meat is a mainstay of good nutrition.

How can you keep meat on the table regularly, as good nutrition demands?

One way is to learn more cuts of meat—to use the available cuts. Many of these may be new to your table—but they all have the high nutritional value of meat—and can be deliciously prepared. The booklets offered below will help you.

Remember, on the battle fronts and the home fronts, meat is a fighting food. Make every pound count!

AMERICAN MEAT INSTITUTE, Chicago

This Seal means that all statements regarding nutrition made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

ACCEPTED AMERICAN MEDICAL ASSN. Council on Foods

As a guide to preparing available cuts of meat, send for two booklets prepared by the meat industry. Step-by-step recipes. Practical buying helps. For both books, send 5 cents in coin to Dept. 10, Lock Box No. 1133, Chicago

Meat provides: Complete high-quality proteins . . . Essential B vitamins—*thiamine, riboflavin, niacin* . . . Important minerals—*iron, copper, phosphorus.

PERSONALS

continued from page 20

Henry Caravati, formerly on the reportorial and advertising staff of the *Richmond Times-Dispatch*, has been appointed executive assistant to Brigadier General J. Fulmer Bright, director of the OPA in Virginia.

Brainard W. Platt, former reporter on the *Louisville Courier-Journal*, has joined the editorial staff of the *Dayton* (O.) *Journal*.

Bill Barton leaves the *Dayton Daily News* telegraph desk to become assistant sports editor, to succeed Harold Boian, who has left the News to edit a house organ for Aeroproducts Division of General Motors. Al Chop recently left the sports department and is now employed in the public relations department of Acme Pattern and Tool Company, Dayton. Betty A. Dietz, former woman's page editor, has been made "swing man" on the city and telegraph desks but will continue as music and art editor. Aubrey Toulmin has taken over the woman's page. Jack Teaford has joined the sports staff after working in the file department. Pat Lambert, who was graduated from Wellesley college in 1942, has joined the reportorial staff.

With The Colors

PAUL W. BELL, personnel director of the *Los Angeles Times*, who left last May for Army service, has been promoted to the rank of major and named chief of industrial relations for Wright Field, O.

Paul B. Zimmerman, for four years sports editor of the *Los Angeles Times*, has left for Washington, D. C., to be commissioned captain in the U. S. Army, services of supply division.

Edward B. Smith, of the *Knoxville* (Tenn.) *News-Sentinel* staff, who has been covering the legislature for the *Memphis* (Tenn.) *Press-Scimitar*, has been commissioned a captain in the Army, assigned to special branch of liaison and public relations service. He will take a 12-week course at the Army School for Military Government at University of Virginia.

Morton Sontheimer, news editor of the *San Francisco* (Cal.) *News*, is now stationed at the West Coast Signal Corps Replacement Center at Camp Kohler, Sacramento, Cal., as a private.

Capt. Charles N. Burger is now a supply officer at Mather Field, Sacramento, Cal. He was formerly with the *Los Angeles Times* and *Los Angeles Examiner*.

William Henry Wright, special feature writer and neighborhood page editor of the *Springfield* (Mass.) *Sunday Union* and *Republican* and husband of Madeline Ball Wright, Sunday magazine editor of the paper, has been commissioned a captain in the ordnance department and assigned to the Detroit Ordnance district with orders to report immediately.

Fred Maly, for several years sports editor of the *San Antonio Evening News*, has been commissioned a captain in the Army and left for a six weeks' indoctrination course at Washington & Lee University, Virginia, pending assignment in athletic direction. Perry Winkle, former assistant, became sports editor and Sam Slotsky was added as a new assistant.

Donald Williams and Philippe Jacques, reporters on the *Worcester* (Mass.) *Evening Gazette*, were inducted into the Army at Fort Devens this week.

Helen Kiefner, *St. Paul Dispatch* and *Pioneer Press* accountant, is the first member of the Twin Cities Newspaper Guild to enter the Navy's women's branch, the WAVES.

James C. Anderson, rewrite man with the United Press at San Francisco, has been inducted into the Army. He was formerly with the U.P. at Phoenix, Ariz., and at one time had been sports editor of the *Santa Barbara* (Cal.) *News-Press*.

Bill Smith, recently of the *Brownsville Herald* news staff, has entered the Army at San Antonio.

Thomas Edmund Mulligan, formerly of the *Albany* (N. Y.) *Knickerbocker News* editorial staff, has received his second lieutenant's commission and pilot wings at Roswell Army school, New Mexico.

Harold Dornburgh of the *Albany* (N. Y.) *Times-Union* classified advertising department has joined the Army.

John M. Cummings of the advertising department of the *Portland* (Me.) *Press Herald, Express* and *Sunday Telegram*, has been called up by the Naval Reserve in which he is a lieutenant, j.g.

John Skrable, former *Sioux City* (Iowa) *Journal* night sports editor, now is editor of the Coast Guard base publication at Alameda, Cal. Mrs. Skrable, former society reporter for the Journal, has a government position in San Diego.

Pvt. Clifford H. Harris, former sports editor and writer for the *Sioux City* (Iowa) *Journal* and the *Chicago Sun*, recently has been appointed to the public relations office with the Air Forces at Buckley Field, Denver, Colo.

Corp. Con Gebbie, former *Watertown* (S. D.) *Public Opinion* city editor, now of the Camp Croft, S. C., orientation office, has been termed the "talkingest soldier" in the U. S. Army. Corp. Gebbie, an official lecturer at the recruit training station, has talked before more than 500,000 troops on both elementary and technical phases of the war. Camp Croft is one of the few camps which employ non-commissioned men in orientation positions.

Wedding Bells

JOSEPH KNEFLER of the *San Diego* (Cal) *Union* copy desk and Miss Riley Jean Gunderson, San Diego State College coed, were married in Yuma, Ariz., Jan. 9.

Miss Shirley J. Rosenbaum of the society staff of the *Charleston* (W. Va.) *Daily Mail* and William Adam Rice were married at Charleston, recently.

Ann Hansford Burroughs, formerly assistant society editor of the *Richmond* (Va.) *Times Dispatch*, was married Jan. 23 to Lieut. Howze Haskell, in Richmond.

Norman Kenneth Reynolds, Boston advertising representative of the Springfield (Mass.) Newspapers, and Dora Erma MacGuire of Wellesley, Mass., were married recently.

Ensign Edna Mae Smith, of the SPARS, formerly reporter on the *Worcester* (Mass.) *Evening Gazette*, and Lieut. (j. g.) J. Stanley Lloyd, Medical Corps, U. S. Naval Reserve, in Worcester Jan. 23.

Lieut. Jerome M. Jontry, U. S. Navy public relations office, Chicago, formerly national advertising manager of the Nixon Newspapers, was married to Jean D. Toole of Evanston, Ill., Jan. 23. They were attended by Virginia C. Williams (Joyce Fenley of the *Chicago Herald-American*) and Milton Rasmussen of Reynolds-Fitzgerald, Inc.

MORE THAN 8,000,000 FREIGHT CARS!
WERE HANDLED IN 1942 IN THE
HARRISBURG AREA

AN 18% GAIN OVER 1941

That's why there are more than 11,000 resident railroad workers in the area. And this is only one of the area's big industries, today running to capacity — industries which employ 30,000 more workers than a year ago—and which will need 15,000 more this year. Harrisburg can buy what you have to sell and you can cover the market with

The Patriot and The Evening News

MORE THAN 80,000 CIRCULATION

THIRD GREATEST NEWSPAPER MARKET IN PENNA.

National Representatives
KELLY-SMITH COMPANY
New York - Chicago - Philadelphia - Detroit - Boston - Atlanta - San Francisco

Telephone wire coming up

Here's a bomber-gunner hurrying to load his 50-calibre gun. . . .

In peace, a lot of that copper would have gone into new telephone lines. Now it's needed for shooting and winning the war.

That's why we can't build new lines right now. That's why we're saying—"Please don't place Long Distance calls to war-busy centers unless it's absolutely necessary."

Thanks for all your help and we hope you will keep remembering.

WAR CALLS COME FIRST

COPYRIGHT ARMY AIR FORCES AID SOCIETY

BELL TELEPHONE SYSTEM

First in America 1843 — 1943

OUR 100th BIRTHDAY

A century of service to American Families

ON February 1, 1843, Mutual Life's Policy No. 1, in the amount of $5,000, was issued to a New York business man —the first life insurance policy issued in America by a company operating on the mutual plan.

We enter our second century of service to American families, with nearly 1,000,000 policyholders, more than $3½ billions of insurance in force and—we hope—some of the foresight and courage of our founders.

From the beginning, The Mutual Life was a distinctive American institution—first to return its earnings solely to policyholders—first to entrust the conduct of its affairs to trustees representative of its policyholders—first to develop the "agency system." We salute our own agency force and those of other companies for their public service in educating American families to the benefits of life insurance.

These were untested innovations in 1843. A century of performance through wars, depressions and other catastrophes has proved their soundness. The Mutual Life in its lifetime has paid more than $4½ billions in benefits to policyholders and beneficiaries. Today it is a national institution, with offices in 47 States and the District of Columbia.

Through the years, Mutual Life has made notable contributions to the improvement of life insurance. The American Experience Mortality Table, first published in 1868, was compiled from our records by Sheppard Homans, our actuary. For 75 years this has been the principal standard mortality table used for life insurance purposes in America. Mutual Life also originated the Contribution Plan for distributing to policyholders their equitable shares in the divisible surplus funds of the Company, a plan universally adopted by American companies.

A Mutual Life policy is believed to have been the first to provide for an "income settlement." In the progressive liberalization of policy forms Mutual Life has often led.

We had planned a nation-wide 100th Birthday Celebration, but to conserve materials and transportation for war, our plans have been deferred. Later, perhaps, we may observe our Centennial in conjunction with America's Victory Celebration.

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK
Lewis W. Douglas, *President*

34 NASSAU STREET • NEW YORK CITY

Promotion That Explains Restrictions to Readers

By T. S. IRVIN

WE TAKE our hat off so often to the *Minneapolis Star Journal* and *Tribune* for the excellent promotions they turn out we might as well throw them the old Stetson and go bare-headed.

They've turned the trick again with a series of advertisements explaining to their readers that despite the restrictions on newsprint and zinc they're going to keep putting out the best newspapers they know how.

Now it's a cinch the newsprint and zinc restrictions haven't yet hit the Star Journal and Tribune as much as they're going to later along in the year. And that's where the smartness of this campaign comes in. By the time readers become aware of changes in the papers brought on by these restrictions, this campaign will have prepared them for those changes and will thus have forestalled any gripes or complaints.

The Old Psychology

That's making with the old psychology. If you keep telling people day after day that things are going to get tough, when they do get tough they never seem as tough as your warnings led folks to believe. We know an advertising director who's been pulling this psychological gag for several months now, softening up his accounts for a rate rise. The accounts have got all their arguments talked out by now. When the rise comes, it won't be as bad as all this preliminary shmoose has made them think it's going to be. And they won't have any arguments left against it.

But up in Minneapolis the psychology of this campaign isn't the only thing that's smart. The campaign itself is cleverly worked out. Each ad is a friendly little message from one of the Star Journal and Tribune family to the reader.

"My name's Joe Novak," is a typical headline. "I'm an engraver," the ad goes on to explain. "My job's getting news pictures into shape so you can see them in the paper. Acid and zinc, which are used in my work, are used also in war industries. So I've got to cut down on them. I'm doing that, turning in one pound of scrap zinc for every pound of fresh zinc I use. But you're going to keep on seeing the news in pictures."

"My name's Donahue," says another headline. "I'm an advertising salesman. Advertising revenue is what makes it possible for you to get the news and news pictures and comics and features and everything you enjoy in a paper for only a couple of cents. We're having our problems today. What business isn't? But we're going to keep working so that you'll keep getting the kind of newspaper you like."

And so on, with more of the same, and every ad as good as the next. Here's a campaign that's fresh and forthright. Our bet is it's going to make lots of friends. There ought to be a lot more campaigns like this one.

Read and Remember

HAVING thrown our bonnet away in Minneapolis, the best we can do for a campaign currently running in the *Des Moines Register* and *Tribune*, another of the Cowles family, is to give it a loud cheer. It's a campaign of 13 quarter-page ads running in the Sunday Register's rotogravure section to persuade people that the only way really to get the news is by reading a good newspaper.

The ads, wisely for a roto campaign, make good use of photographs that occupy the whole space of the ad, the brief copy being cut in. One ad shows a farmer examining ears of corn. "I can't afford to depend on just my ears for farm prices," he says in the copy balloon. "I've got to see the figures in print . . . and that calls for a good newspaper."

Another ad shows an electrician fixing a switch-box. "How do smart news-analysts find out what they know?" he asks. "Just like I do . . . they read good newspapers."

Another ad shows a housewife emptying her vacuum cleaner onto a newspaper (another use for the newspaper, incidentally, although not the one the ads are designed to advocate). "Interruptions," she says, "don't bother me. When I'm reading news I can take it at my own speed . . . a newspaper gives me time to think."

Feature of each ad is a little illustrated box which puts across these points: "Things you read you remember. You can read a newspaper at your convenience. A map or picture speaks more than a thousand words."

Says John Marston, the papers' promotion manager: "These models are the real McCoy and lack the frequent ham expression of studio posed and lighted professionals. The copy is just about what they would say. The constant reiteration of the points in the box is having its effect.

"The number of people who do not feel the need of reading a newspaper to get the news is surprisingly large. We feel that a large part of our job is to convert non-readers into readers. The promotion of our newspaper can come later—and will."

College Stuff

NEAT example of what to do with the revenue you raise from advertising designed to spur along the war effort comes from the *Daily Texan*, campus newspaper of the University of Texas at Austin. "The Daily Texan," the paper proudly proclaims in a full-page promotional advertisement, "is buying War Bonds with funds from patriotic advertising."

A picture in the ad shows Business Manager Harry Nichols buying a $100 War Bond with Daily Texan funds. "Nichols is using money," the ad explains, "received by the Texan from a patriotic advertisement. The Daily Texan is perhaps the first newspaper in the nation to devote its revenue from patriotic advertising to buy War Bonds." The ad also shows the page which produced the revenue Nichols is investing, a patriotic ad signed by 18 Austin merchants.

"The merchants in Austin, a city of 100,000, like this idea," writes Alan G. Nicholas, Daily Texan advertising director. "They have asked that on all future patriotic pages of this nature to be sure and contact them for their signatures."

In the Bag

A handsome brochure from the *Saturday Evening Post* that explains what Ben Hibbs, the new editor, is doing to the Post and then goes on to prove, by means of reader research figures, that "America *likes* the new Post." The whole thing is well paced for interest in reading, and well illustrated to assure interested reading. The figures are convincing. The promotion is persuasive. And that's what they started out to do, isn't it?

From the *New Orleans Item*, a handy calendar card that shows you the whole year at a glance and gives you important promotional dates of the year at the same time.

From the *Hutchinson* (Kan.) *News-Herald*, a market data folder that ties the market's salt, wheat and oil into an inviting package for opportunity-seeking advertisers. Another Katz Agency production that is quick to make a neat point.

From the *Boston* (Mass.) *Herald-Traveler*, a little folder that says "It's concentration that counts!" and then makes the point that because it's reaching more people, the Herald-Traveler is making more sales.

How a Newspaper Contributes to War

Evidence of the scope of a newspaper's contribution to winning the war is set forth in an analysis completed by the *Chicago Tribune*. Exclusive of straight war news, one out of every seven lines of the Tribune's editorial content during the 12 months following Pearl Harbor was devoted to supporting the war effort.

During the period studied, the Tribunle devoted more than 9,500 columns of space, or 13.5% of its editorial content, to subjects designed to step up public response to various drives and to build civilian morale. Approximately half of the total was reproduced in color or in rotogravure, including 110 front-page cartoons in color, 75 full-page war maps in color and 72 full-page posters, paintings and photos in color.

In addition to color, the Tribune's contribution in black and white during the period included 585 columns devoted to recruiting and enlistment; 325 columns promoting the sale of War Bonds; 975 columns in behalf of scrap salvage, industrial mobilization, rationing, etc.; and another 975 columns building civilian morale. The Tribune's coverage of women's part in the war filled 650 columns. Service to fighting men totaled 650 columns and another 130 columns are classified under miscellaneous.

Calculated on the basis of the Tribune's general advertising rates in black and white, the space represents an estimated billing of more than $3,300,000, or more than 70% of the total expenditures of general advertisers in the Tribune during the period studied. The space would fill the equivalent of 33 daily issues of 36 pages each, without a line of advertising. In terms of normal issues carrying the usual proportion of advertising, the material would fill 99 daily issues of 36 pages each.

W. B. LEWIS NAMED

WASHINGTON, Jan. 25—William B. Lewis, chief of the domestic radio bureau of OWI, has been appointed an assistant director of the domestic branch under Gardner Cowles, Jr.

DOES THIS PROBLEM BOTHER YOU?

"How can I have at least as much advertising space to sell in 1943 as I had in 1942 and still reduce my editorial and news space sufficient to meet the present and future cuts in newsprint without sacrificing any reader good-will."

This is the character of problem that falls within the scope of my work.

"Design controls production cost as well as consumer acceptance"

GILBERT P. FARRAR

Designer of Outstanding Newspapers

Among which are

The Los Angeles Times — The Chicago Sun
The Brooklyn Eagle — The Atlanta Journal
The Worcester Telegram — The Jersey Journal
The Portland, Ore., Journal — The Bridgeport Herald
The Jamestown, N. Y., Post-Journal

ADDRESS: 200 CABRINI BOULEVARD, NEW YORK, N. Y.

A Case of
LESS SCRAP, MORE FIGHT

THIS sleek and polished example of superfine machining is a propeller shaft for a Buick-built Pratt & Whitney aircraft engine.

It used to be cut by slow and painful whittling from a forging made from a 184-pound bar of steel.

By changing the forging method, Buick found a way to get the same results from a steel bar weighing only 165 pounds.

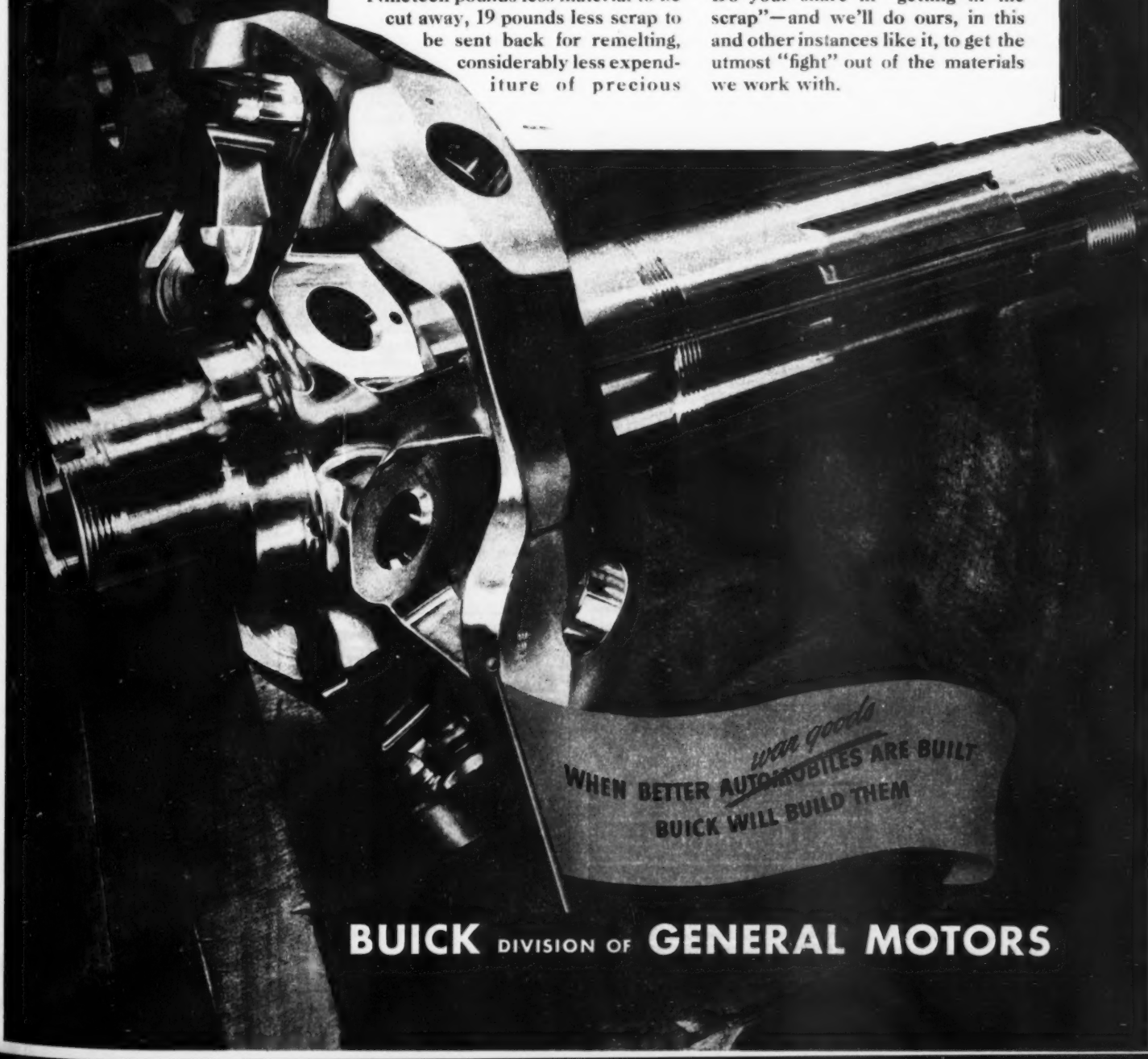
Nineteen pounds less material to be cut away, 19 pounds less scrap to be sent back for remelting, considerably less expenditure of precious machine tools and—*111 propeller shafts from the same material that used to deliver only 100—in less time per shaft!*

The country needs scrap metal—all you can dig up.

It also needs to *avoid* waste of materials in the making of fighting tools.

So we'll strike a bargain with you.

Do your share in "getting in the scrap"—and we'll do ours, in this and other instances like it, to get the utmost "fight" out of the materials we work with.



BUICK DIVISION OF **GENERAL MOTORS**

Classified Has A Sales Job to Do for War Effort

Labor Recruiting, Employment of Women, Child Welfare, Housing Situation

By FELIX S. TOWLE

With each passing day, the terrific impact of the war is being realized more fully in our civilian way of life. This war, like any other innovation, had to be sold to the American public—and, there is still a selling job of major proportion to be accomplished. Classified advertising columns, too, have changed in complexion and the Help Wanted, Automotive and Merchandise classifications reflect a "khaki" hue in the service they have rendered the war effort. Through this service, the staffing of the essential industries and the sacrifice of Automotive and Merchandise linage, classified advertising has been an integral part of selling this war to its readers—Mr. and Mrs. America. And, classified advertising further realizes that this sales campaign is not at an end, but rather a tremendous task still to be accomplished.

Considering the civilian side of the picture, as viewed by the War Manpower Commission, there are four important points of vital and immediate interest. The recruitment of skilled labor and the transfer of non-essential workers to essential industries; the further introduction of womanpower in the war effort; the problem of child welfare and the elimination of juvenile delinquency caused, in no small part, by the active participation of parents in war work; and the housing situation, constitute a quartet that can result in harmonious and complete cooperation between the battle and the home fronts.

Can Get Manpower

There is no other existing facility, barring none, more competent, capable, thoroughly staffed and equipped than classified advertising to obtain the necessary manpower and solve the problems for these urgent requisites of the War Manpower Commission. Classified advertising is a long established and national organization with collective investment in necessary equipment, and aggregate payroll, representing millions of dollars. Indeed, a worthy adjunct of any governmental agency in the discharge of its assigned duties!

Classified advertising, as a combined personnel, affords five to ten thousand experienced, zealous, daily workers—and, at no expense to the government—who, through the potent power of the nation's publications via street and telephone staffs, can "sell" this war and solve any and all problems of manpower throughout the length and breadth of these United States. There was never a job more suited to classified advertising!

As to the staffing of essential industries, this column has pointed out, discussed and proven the potentiality of the classified advertising columns of the nation's newspapers. The problem of child welfare has ever found its logical solution through the classified columns' child board, day nurseries, mothers' helpers, etc. The housing situation, which includes furnished and unfurnished houses, rooms and apartments, has been recognized and endorsed by private individuals and concerns, as well as governmental agencies including the Federal Housing Administration, as a classified advertising project. Classified advertising has proven itself a qualified expert in fulfilling the needs and demands of a peacetime world in these very "problems" which remain unsolved throughout our nation at war.

Housing Situation

Let us dwell on the housing situation and its relation to classified advertising. Government statistics show that 55% of this country's population, representing approximately 76 million people, live in rented homes. These millions of people are directly affected and dependent upon the home rental problem. It is safe to venture the opinion that a large percentage of these individuals used the classified advertising columns to secure homes. Classified advertising can proudly boast of a vast audience among this group—and, by virtue of their confidence is responsible to a great extent for their present condition and the security of their future.

True, because of migration of workers and the demand exceeding the supply in industrial areas, the home rental classifications have suffered losses. Because of these housing shortages and linage shrinkage, the War Manpower Commission and CAMs have a definite problem in common. The WMC needs these housing facilities and classified advertising can supply them. Prospects can be solicited and sold on the necessity and duty of opening their homes, through the rental of that vacant or spare room, to the lucrative accommodation of an essential worker. Classified advertising promotion can held the appeal.

A suggestion, by all ad-takers and solicitors, can unearth new leads and secure new rental advertisers. Old files and a review of the bound volumes, also, can serve to afford solicitation on this classification.

Rent Ceilings

The subject of rental classifications brings to mind the matter of cooperation with the Office of Price Administration regarding rent control. Under the Price Control Act of 1942, the administrator was given power to designate certain sections as "defense rental areas." In these areas, ceilings were established and severe penalties for violation had been written into the law. It is mandatory that all rentals in such areas must be registered with the Area Rent Office of the OPA, which in turn sets a maximum legal rental for each unit. The aim and purpose of this ruling was the prevention of inflation, which would effect, as stated herewith, millions of individuals—many of whom are readers of the classified advertising columns. The freezing of rentals and the enforcement of existing legislation has for its purpose protection for both proprietor and tenant.

In effect, it might be considered a form of censorship. As such, it is a form of censorship that any CAM would put in effect if an advertiser attempted to overcharge, misrepresent or victimize the readers of his newspaper. It is, likewise, a form of censorship that would protect and guarantee all advertisers of fair competition through the use of the classified advertising columns. It is a censorship, too, that might well cause rentals, now obtained at exorbitant prices through "black markets," to utilize classified advertising. And it is a censorship devised to insure home security for the duration; the winning of the war; and the guarantee of conditions during the readjustment period after the war.

A closer relation between CAMs and their local Area Rent Office of the OPA could serve a mutual advantage. A thorough knowledge of rent control, legal maximum rentals, vacancies, registered rental units, etc., would be most informative to CAMs who through cooperation could assist the war effort through the building of the rental classifications. Again, through solicitations and promotion, classified advertising can "sell" this war to readers who never associated that empty or spare room, even remotely, with an individual contribution to the war effort.

Government Willing

With but few exceptions, governmental agencies are anxious and willing to cooperate. An example of this cooperation was exhibited last week when a local office of the OPA ruled that automobile driving in quest of a home or living accommodations was considered essential consumption of gasoline. Needless to state, the real estate operators of Washington, where the ruling was issued, took advantage of the situation—via the advertising columns of the local newspapers. The governmental agencies have ends to accomplish and realize that the newspapers, too, have goals to reach—the incentives in both instances are the winning of the war—at the earliest possible date!

Classified advertising must be considered a highly efficient, vital, working part of the nation's production line. The departments and the staffs of this particular division of the newspaper industry are entrusted with the perpetuation of free labor by accomplishing the immediate and necessary aims of the War Manpower Commission and other government agencies.

They are cogs in the mechanism that can and will step up production to a successful culmination of the war effort.

It is still everybody's war—and classified advertising has the unique distinction of being apt, fit, capable—and called to inscribe its accomplishments in the annals of American history.

Classified by Mail Campaign Gets Results

A campaign to remind subscribers including farmers that they can easily send in their classified ads by mail is getting results for the *Birmingham Post*, reported Mrs. Wilmot D. Calloway, classified advertising manager for 10 years.

"Our idea is to emphasize that in these times of rationed gasoline and tires, want ads do not have to be brought to the office," said Mrs. Calloway. "Those in town can of course use the telephone, but some of them are working odd shifts in war plants which doesn't make it convenient for them to telephone. In addition we are appealing for farm business and telling farmers that now is a good time to advertise and sell their products since prices are high and the demand good.

"As an example we are now making a drive for the business of chick hatcheries and individuals who have baby chicks for sale. That is because what they have to sell fits in fine with the nation-wide drive to raise more foodstuffs. Growers of garden and field seeds are open to increases in their advertising.

"As I see it the war has really played into the hands of the classified advertising department. That is because so much new merchandise can not be obtained, leaving the market wide open for sellers and buyers of used merchandise who habitually used the classified columns.

"We made quite an addition to our classified columns recently with a directory of official tire inspection stations. The tire stations designated to make these inspections were grouped territorially, so that a reader could easily find those in his section. We sold this business over the telephone and without much trouble."

America's newspaper editors and radio commentators have recently voted

TIME

"TIME is the most important magazine published in the United States today"

NEWSPAPER NEWS

Australia

● The only journal giving the news of advertisers, advertising, publishing, printing and commercial broadcasting in Australia and New Zealand

If you are planning sales campaigns or are interested in these territories read

NEWSPAPER NEWS

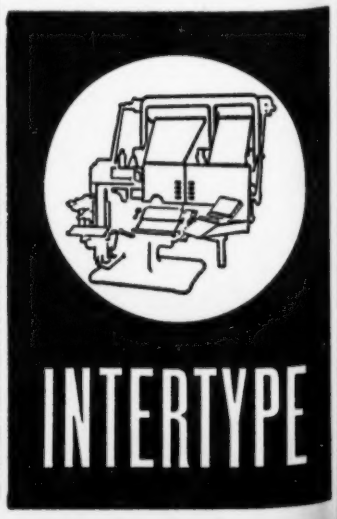
Published Monthly

Subscription rate $1.50 per year post free

Warwick Bldg., Hamilton St., Sydney

U.P.

"The World's Best Coverage of the World's Biggest News"



Caniff Drawing Again for Army Papers

By S. J. MONCHAK

THE situation we reported two weeks ago (E & P Jan. 16, P. 30) wherein Milt Caniff, creator of "Terry and the Pirates" for the CHICAGO TRIBUNE-NEW YORK NEWS SYNDICATE, was asked by his syndicate to stop drawing his strip for Army camp papers because of a misunderstanding that arose in Miami, Fla., has been settled and Caniff is again at work entertaining Uncle Sam's fighting soldiers.

Milton Caniff

The misunderstanding came about when the *Miami Beach Tropics* inadvertently picked up one of Caniff's strips from a local Army camp paper with the result that John S. Knight, publisher of the *Miami Herald*, which has exclusive rights to Caniff's strip in its territory, complained to the syndicate. Caniff was asked to discontinue the army strip until the matter was straightened out.

Last week Captain Joseph M. Patterson, publisher of the *New York Daily News* and head of the CT-NYNS, on approach by Lieutenant Colonel Franklin S. Foresberg, editorial head of *Yank* who also is in charge of the Army's mat service, agreed to permit Caniff to continue drawing for the soldiers.

Strip Has New Title

The new Caniff strip, however, will bear a new title, "Male Call," a variation of "Mail Call," which, Caniff said this week, "is the most important thing in a soldier's life." The other strip bore the original title of his CT-NYNS feature and was a titillating version of it. In addition, the new strip may not carry characters from "Terry and the Pirates."

"Male Call" also will feature luscious females, Caniff said. As its predecessor, it will appear weekly in several hundred camp papers from coast-to-coast and at overseas posts. Release number two of the new series was being matted this week.

Caniff, who gets nothing out of the work but the thanks of millions of fighting men (which, with his own satisfaction in being of aid to the men, he says is sufficient) does the strips in his spare time.

He produces them at his New City, N. Y., home. His mail on it is terrific.

Caniff will be 36 on Feb. 28.

Pyle Still on Go

A LOT of editors have been asking what are the plans of Ernie Pyle, roving reporter for SCRIPPS-HOWARD NEWSPAPER ALLIANCE, now in North Africa. There's been some talk about him coming home. Well, he's not; not yet, anyway.

Pyle, who most recently will be remembered for his beat on the North African situation, has informed his office that he would like to go on to Burma when things quiet down in North Africa. When he will leave is yet undecided. But don't be surprised one of these days to see Pyle's by-line over a story with a Burma dateline.

And if that story is in keeping with his performance since he went abroad last year, it probably will be another beat.

Reinstates Serial

THE *Chicago Tribune*, after dropping its daily serial story, has reinstated the feature and this week began the first installment of "The Chinese Shawl," which was scheduled for publication, beginning Jan. 4. In its efforts to comply with the reduction order on newsprint consumption, the Tribune decided to drop the daily serial as one measure in its paper-saving plans. Because readers in large numbers continued to register their disapproval of this omission, the daily serial is being resumed and the paper on which to print it will be saved by other means which do not so seriously impair reader interest.

New AP Features Serial

AP FEATURES announced this week its next serial story will be "Isolation Island," a 30-chapter romance mystery by John C. Fleming and Louis Eby. It will be released March 2.

In addition, the syndicate has released to a.m. papers a six-part "Hall of Fame" sports series in which Dillon Graham, sports editor, selected the stars of the past half-decade whose performance made them eligible for sports all-time Hall of Fame. In the first story on boxing, Graham selected Joe Louis and Henry Armstrong.

Hyman a Marine Captain

DICK HYMAN, director of publicity for KING FEATURES SYNDICATE for the last 10 years, has been commissioned captain in the Marine Corps and will report for duty in two weeks. Hyman's assignment is expected to be in New York.

"Give, ladies, give" to Pittsburgh's Red Cross Blood Bank, wrote Marion Leslie, Sun-Telegraph woman's editor and Alice Seneff, feature writer, after each had donated a pint of her blood. Result—Pittsburgh's Red Cross Blood Bank booked solid with appointments for three days following the story. The moral of this is, of course—with more money to spend than ever before—

PITTSBURGH WOMEN READ THE

Sun-Telegraph

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

Publishers Ask For Short Courses In Journalism

R. V. Peterson, publisher of the *Wewoka Times-Democrat* was elected president of the Oklahoma Press Association at the association's midwinter meeting in the Biltmore Hotel at Oklahoma City last weekend. Wheeler Mayo, Sallisaw newspaper publisher, now a member of the directing board, was elected vice-president.

Fred Tarman, *Norman Transcript*, was re-elected treasurer, and J. C. Hopkins, *Woodward County Journal*, and O. H. Lachenmeyer, *Cushing Daily Citizen*, to three-year terms as directors, and Ernst Riesen, the *Daily Ardmoreite*, to a one-year term. Vernon Sanford was again re-elected secretary.

Elmer T. Peterson, associate editor of the *Daily Oklahoman*, was principal speaker at the Friday night banquet. Before adjournment, S. E. Lee, *Buffalo Journal*, association president, named a committee to confer with University of Oklahoma and Oklahoma A. and M. college officials on establishment of short courses in journalism and advertising to give the publishers relief from the current manpower shortage. The committee also will confer with mechanical school officials.

The membership also adopted a streamlined resolution encouraging newspapers to back with news space and editorials the state food for victory campaign. The resolution thanked newspaper publishers for cooperation in the scrap drive, pointed with pride to Oklahoma's voluntary enlistment rate, handed a verbal nosegay to the economy-minded state legislature, and petitioned the national administration to curtail non-essential spending.

In a letter, H. C. Jones, state administrator of the war savings campaign, thanked the newspapers for aiding in the sale of stamps and bonds. He said newspapers had played a great part in helping sell $6,000,000 worth the first 15 days of January. The state's January quota is $9,100,000 its largest monthly quota.

Chi. Daily News Has Continuity Bonus

The *Chicago Daily News*, effective Jan. 4, established a new retail store advertising rate structure, based on a three-month volume rate schedule and a continuity bonus for contract periods of three consecutive months from date of contract. All linage is billed at rate earned on the basis of the more space used during a three-month period, the lower the average rate. Credit for continuity performance is extended when earned at the end of each three months' period.

Previously, the Daily News' retail rate has been a flat 55 cents per line, regardless of volume. Under the new three-month contract rate schedule, the open rate is 60 cents and the base contract rate remains 55 cents per line for 500 or more lines used within one year. The volume rate schedule, however, provides for 55 cents per line for the first 8,008 lines, with a reduction of two cents a line for the next 8,008 lines, and a one-cent a line reduction for each additional 8,008 lines during a three-month period. The volume rate declines to 41 cents for last unit of space purchased, making an average rate of 46 cents a line for 192,192 lines during a three-month period, or a 16.06% saving.

The continuity bonus rates are optional to the advertiser and provide for rebates, when earned, of as much as five cents a line under the volume rate, or a saving of 25.45% for six-day full-page advertisers.

George Hartford, Daily News advertising director, pointed out that the new rate structure provides for flexibility to meet the seasonal needs of the retail advertiser and will help to level off advertising peaks and make for smoother production operations under newsprint rationing. The change in rates was made when the Daily News raised its newsstand price from three to four cents.

Pacific Ad Ass'n To Survey Market Changes

Decision to hold a wartime emergency conference next summer, mapping of plans for a continuance of the "Victory Advertising Program" and approval of an over-all study on the subject of "How War Is Changing Pacific Coast Markets" were among the highlights of the two-day midwinter conference of the Pacific Advertising Association at the Mark Hopkins Hotel, San Francisco, Jan. 22 and 23.

The conference next summer, it was decided, would be a streamlined affair, devoid of all features except that of determining how advertising might best be utilized to further the war effort. Points emphasized in this connection included that of maintaining public morale and of helping to keep the nation's economy sound.

Carl Eastman, leader of the group on "Wartime Advertising Series," reported that his committee "to date" had prepared five advertisements, which had been distributed to approximately 300 newspapers and magazines in the Western area and other parts of the country. Mats, he said, had been furnished to about 75 publications. While unable to check on all publications receiving mats and copy, he reported that his committee had received a considerable number of "tear sheets" from newspapers and magazines utilizing the advertisements, and that there had been many letters of commendation.

As a result of a demand for a new series of advertisements, he said his committee had selected the following four subjects: "Victory Gardens," "Rationing—and You," "How Advertising Breaks the Bottleneck," and "How Advertising Saves You . . ."

Delegates unanimously approved this selection.

In the discussion on whether a survey should be made on "How War Is Changing Pacific Coast Markets," which was led by Raymond Reeves of the U. S. Department of Commerce, it was brought out that business interests in other parts of the nation are interested in data of this nature as a means of properly marketing their product, and that social scientists have also asked for information of this kind. As a result it was voted to conduct the survey.

Win Four Awards of N. C. Press Ass'n

WINSTON-SALEM, N. C., Jan. 24—Col. Santford Martin, editor of the *Winston-Salem Journal* and *Sentinel*. John Marshall and Jesse Helms, of the *Raleigh Times*, and O. L. "Bugs" Barringer, Jr., of the *Rocky Mount Telegram*, were announced today as the winners of the four top awards of the North Carolina Press Association for 1942. Helms is now publicist for the State Navy Recruiting Service in Raleigh.

W. K. Hoyt, business manager of the Journal and Sentinel, and president of the North Carolina Press Association, announced the results. It has been customary to announce the awards at the midwinter Newspaper Institute held at Chapel Hill and Durham but the institute was cancelled this year.

The four prizes, each of $100, went to Col. Martin for the best editorial of the year; to Helms for the best spot reporting; to Marshall for the best feature story, and to Barringer for the best news photographs.

12 CENTS SUNDAY

DETROIT, Jan. 29—The *Detroit Times*, in a page one box today announced a change in price from 3 to 4 cents daily, effective Feb. 1, and a change in price Sunday from 10 to 12 cents, effective Feb. 7.

NAMES "SPECIAL"

Effective Feb. 9, Noee, Rothenburg & Jann, Inc., will represent the *Dubuque* (Iowa) *Telegraph-Herald*.

CENSOR PRAISES PRESS ON HANDLING CASABLANCA STORY

continued from page 3

ents and their newspapers knew, on Jan. 9, when the Price office sent around mimeographed statements, marked "Not For Publication," carrying the following message:

"The President is making another trip. The attention of every editor and broadcaster is directed forcefully to the Code provision restricting any information regarding the movements of the Commander in Chief and any other ranking officials of the government.

"Upon his return, detailed news of his trip will be made available to all simultaneously."

Speculation Rife

Speculation as to Mr. Roosevelt's whereabouts ran in many directions. No Washington correspondent has been found who claims he placed the site of the meeting correctly, although it was generally accepted that the President and the Prime Minister were meeting. Most writers believed the sessions were going on in Canada; evidently no one suspected that the Chief Executive, restrained by Secret Service in peacetime from flying, had ventured the hazardous air voyage to Africa.

Reporters following their routine assignments began to notice a significant absence from Washington of key officials. General George C. Marshall, Harry Hopkins, others. They were the "ranking officials" mentioned in the censorship request, but not identified therein.

White House press conference days arrived—five of them—and on each, the Washington newspapers carried an item stating that the President's regular meeting with the correspondents had been cancelled. "No reason was given," the reports recited with a significance that was totally lost on the reading public.

Last Sunday night, the Office of Censorship heralded the approach of the story with another mimeographed bulletin to correspondents' offices which, after admonishing against publication or comment of any kind, said:

"We are advised that dispatches of unusual importance will arrive within the next few hours from across the Atlantic to be held for release at a fixed time that will be stated in the dispatches and which probably will be Wednesday. United States censorship will not interfere with the immediate receipt and delivery of these dispatches on a hold-for-release basis but it is of the very highest importance that there be no violation of the fixed release date and no disclosure of any kind until the release time arrives."

On the following day, Axis radio broadcast that Roosevelt and Churchill were in conference—in Washington. United States newspapers were permitted to use the story, with proper accrediting of the source, in keeping with an Office of Censorship postulate "no one believes what the Axis says anyway."

A newspaper syndicate meanwhile broke the story of De Gaulle and Giraud conferring. That was an essential part of the Casablanca developments soon to be disclosed. The Office of Censorship, adhering to practice, declined to discuss whether any action might be taken.

The *Chicago Sun's* London correspondent, Frederick Kuh, filed a dispatch from London Monday night in which he said the Giraud-De Gaulle negotiations were fostered by U. S. and British mediation. This story cleared both British and American censorship and appeared in the Sun Tuesday ahead of the Casablanca announcement. Kuh attributed his source to the Free French.

"Momentous News" Promised

Datelined "Casablanca, French Morocco," the Roosevelt-Churchill copy began flowing into newspaper offices late Monday night.

In common with newspapers elsewhere, Washington editions carried first-page boxes announcing "momentous news" to be divulged at 10 p.m. Wednesday night. Radio stations plugged the story with each time check or station identification.

Afternoon newspapers soon understood the reason for the release hour and accepted it as valid. It was explained at Casablanca that 10 p.m. Washington time is 3 a.m. London time. London newspapers do not have extensive night sales and all of them go to press at a later hour than American newspapers. The hour chosen placed the story in British morning newspapers, and in the late night editions of those here.

The Office of War Information, in cooperation with the British Broadcasting Corporation began the job of telling the world about the meeting at exactly 10 p.m. last night. By midnight, the story had been broadcast over 23 powerful transmitters all the way around the world and in all the principal languages.

Correspondents, interpretive writers, commentators, and most public officials who could readily be reached were agreed that the story was "spectacular," but could go no farther. The unprecedented build-up had whetted reading appetites for a detailed, documented story of what was projected or accomplished. There was no detail.

The absence of Chiang Kai-Shek and Joseph Stalin from the meeting led to speculation on the pessimistic side. There was nothing in the story to indicate that De Gaulle and Giraud had an amicable get-together.

Early press reaction was considered likely to impress upon President Roosevelt the wisdom of making his own report to the nation either through a press conference or a fireside chat.

Reduces Mileage 42%, Yet Keeps Rural Readers

Freeport Daily Sends Two Different Editions Into Same Communities

By GEORGE A. BRANDENBURG

Paradoxically enough, circulation managers today find themselves in the position of having to devise ways and means of eliminating motor routes, in order to reduce mileage, while heretofore they have been busily engaged in adding on such routes which made it possible for farmers and subscribers in rural towns to get their papers within a short time after the newspaper was published.

The problem today is how to reduce truck mileage, without jeopardizing service to subscribers in any community and thereby lose some of the high-priced circulation for which circulation managers so nobly struggled in years past. One answer to this problem is offered by M. D. GRAVENSTEIN, *Freeport* (Ill.) *Journal-Standard*.

42% Mileage Reduction

Mr. Gravenstein has at least partially solved the problem by sending two different editions into the same communities. The first edition goes to carriers in small towns and to mail subscribers who call for their paper at the postoffice. The second, or final edition, is mailed to subscribers who receive their paper the following morning. The change has resulted in a 42% reduction in mileage. Here's how he did it:

"Although we didn't go into the motor route delivery on as large a scale as some newspapers which covered their territory as thoroughly as the rural mail carriers, we did, however, operate five motor routes for nearly 12 years. With only one edition a day, which was published at three o'clock in the afternoon, this seemed to be the only means of getting our papers to the towns before the postoffices closed and for the carriers to make their afternoon deliveries.

First Edition Earlier

"But when the government requested a 25% reduction in motor mileage, our newspaper, like most others, expecting a reduction in circulation cost and with the labor situation becoming more acute, had to find other means of getting the papers to the carriers in the different towns. We were, however, able to overcome part of this situation by publishing an earlier edition. In this we received fine cooperation from our local postmaster, who was able to induce the postal authorities to change the time of a Star Route from 1:30 to 2:30 p.m., making it possible for us to use this service.

"By getting out an earlier edition, consolidating some of our routes and using the bus and Star Route for delivering the papers to some of the towns, we were able to eliminate three motor routes. All of the small towns are served as usual, except that they receive the earlier edition; the motor throws were notified by letter that due to the tire situation we were discontinuing our motor routes and they would receive their papers by mail. This was an ideal time to make the change as every one realized the seriousness of the tire situation and was more than willing to cooperate.

"Our first edition is published at two o'clock and sent to the carriers in the small towns and to mail subscribers who call for their paper at the postoffice. The second edition is published at three o'clock and delivered in the city and mailed to the subscribers who live on rural routes and who receive their paper the following morning. The reason for mailing the late edition to rural subscribers is the fact that we want to give them all the late news possible, as they do not receive their paper until the following day.

Few Complaints

"At first, the thought of sending two different editions into the same territory made us wonder whether or not we'd be able to take care of the complaints when it was discovered. However, with this plan in operation for nearly six months, we have received very few complaints.

"This change has resulted in a 42% reduction in mileage, which also means a reduction in the cost of delivery. We are still operating two motor routes which are contracted by an individual. We are happy to say that by making this change we are still able to serve the same communities as in the past, and without sacrificing any circulation."

Overrules Commission

IN A CASE having to do with a Milwaukee newspaper boy who suffered a scratch on his forehead while delivering a paper, the circuit court overruled the state industrial commission which had previously denied compensation because "it is speculative to find that the injury occurred as claimed."

Circuit Judge ALVIN C. REIS ruled, however, that it was quite possible for the former *Milwaukee Journal* newspaper boy not to remember until several days afterward where and how he had been scratched. Judge Reis said, in part:

"The commission here has not had the temerity to call this newsboy a liar. They say merely that it would be 'speculative' to believe him. It seems to us that it is the commission which is doing the speculating."

Reis termed the boy's story as "perfectly straightforward," and noted that "the Milwaukee Journal itself corroborates the kid's story insofar as it can."

"The Milwaukee Journal apparently is not fighting against its newsie," he said. "Indeed, what little testimony was given by a Journal man sounds very friendly to the claimant."

Two commissioners "who never even read the testimony" consider the boy's story as speculative "because he could not remember on the dot that he scratched himself on a bush at 1146 E. Walworth Street," Reis said.

'Modern Minute Men'

THE *Detroit Times* has inaugurated a new series of "Modern Minute Men" ads promoting the patriotic job being done by carrier-salesmen in the sale of War Savings Stamps and Bonds. Each ad appearing in the Times features a picture of a carrier and stresses newspaper boys as "America's No. 1 Salesmen." The ads also include a brief paragraph pointing out that school boys are wanted to aid in the war effort.

"It is our plan to run several of these every week for the duration," explains WALTER ARONOFF, Times circulation director, "knowing from experience in the last three years of presenting over 400 of our Times carriers in our old series of 'Men in the Making' ads, that they will not only build good will, but bring in applications from boys who want to deliver newspapers."

How Is Your Service?

EDITOR & PUBLISHER is interested in plans and methods being used by newspaper circulation managers in solving wartime service problems. We would be glad to hear from any circulator, large or small, giving us his slant on this important aspect of maintaining service to subscribers under stringent wartime conditions. Please address your communications to E & P's Chicago office, 360 N. Michigan Ave.

Cal. Group Holds Second Part of Session

California Storm Keeps Many from Attending Los Angeles Meeting

LOS ANGELES, Jan. 24—A storm which swept Southern California so deranged traffic schedules that the retiring president, M. F. (Pop) Small, many delegates and some speakers failed to show up for the California Newspaper Publishers' Association meeting held here yesterday. Although much of the business and many of the speeches paralleled the program at the association's San Francisco meeting, Jan. 16, new resolutions were adopted and round-table discussions evoked considerable original thought. Percy Whiteside, *Tulare* (Cal.) *Times & Advance-Register*, newly-elected president of CNPA, was in charge of the meeting.

One resolution vigorously condemned work stoppages from any causes that hold up delivery of war materials to our fighting forces. Another demanded an end of the ridiculous multiplicity of publicity releases from both government and private sources, declaring the practice to be wasteful of manpower, money, paper, postage and transportation. A resolution also was adopted urging that the administration of domestic wartime measures be decentralized through establishment of state and local government agencies, because the smaller unit of administrative government is "closer to people and more efficient."

Carrier Boy Problems

Carrier boy problems and rising circulation costs were discussed at the dailies' round-table by Ed Buhrle of *Glendale* (Cal.) *News-Press*, president of the California Circulation Managers' Assn. He pointed out that carrier boys represent a privilege that must not be abused; that they should be treated as a man would treat his own son. Praising the helpful attitude of schools, churches, Boy Scouts and women's clubs, he declared that newspapers should demonstrate their sincerity and good faith both to the boys and to the organizations that help the carrier boy programs. He advised against proposed use of girl carriers, declaring it would inevitably lead to differences with women's groups. The best way to maintain an adequate carrier organization, Buhrle said, is not to waste circulation—to restrict it to the paper's normal sphere of influence.

Fred Mannion, statistical bureau, CNPA, discussed labor costs and expressed the opinion that in view of the drain on labor sources, it behooves publishers to organize and protect their own interests, and to stress human relations between employer and employed.

Fred Cobley, advertising director, Glendale News-Press, spoke on what advertising managers expect in the manner of cooperation from their publishers. He also discussed methods of taking up the slack caused by the drop in national advertising linage.

Other speakers were Dean Lesher, *Merced* (Cal.) *Sun-Star*, who discussed pending State legislation, and Joe Vurgason, *National City* (Cal.) *News*, who spoke on proposed legislation for a greater breakdown of delinquent tax list advertising throughout the State.

The dailies' round-table departed from tradition by making two recommendations to the association: 1, that publishers desist from gouging political candidates in the matter of advertising rates, affording them the regular open rate; 2, that CNPA endorse the fictitious firm name bill which would require all businesses so operated to run an annual notice, recommending that uniform advertising rates, based on circulation, be established throughout the State for that classification.

Chairman of the round-table meeting for dailies was Roy Rosenberg of the *Inglewood* (Cal.) *Daily News*.

Cost Survey Reviewed

High spot of the round-table meeting for weeklies was presentation of results of a cost survey among California weeklies, conducted by the journalism classes of the University of California. Presented at the meeting by John W. Lund of the university's journalism department, it was the result of a suggestion made at CNPA's 1942 convention by Albert Boynton of the *Daly City* (Cal.) *Record*. Among the many unusual facts uncovered in the survey was that mechanical production was handled at least cost in shops that maintained the highest wage levels.

James Gill, president of the California Newspaper Advertising Managers Assn., southern unit, and advertising manager, *Hemet* (Cal.) *News*, discussed the weeklies' advertising prospects for 1943 and presided at an open forum on the subject. Stanley Larson of the *Claremont* (Cal.) *Courier* and vice-president of CNPA, was in charge of the round-table for weeklies.

RAISE RATES

The *Vancouver Daily Province* and the *Vancouver Sun* announced Jan. 1 that subscription rates will be increased. By carrier to subscribers in the city, suburban and country areas, to $1 per month; street and dealer sales were set at five cents daily and ten cents for the Saturday edition. The *News-Herald*, Vancouver morning paper, street price will be raised from three to four cents. Home delivery will cost eighty-five cents a month instead of sixty-five as at present.

The *Charlotte* (N. C.) *News* has raised rates by carrier 15 to 20 cents weekly, 65 to 87 cents by the month.

The *Durham* (N. C.) *Herald-Sun* increased rates by carrier in city morning and Sunday 20 to 25 cents weekly and 90 cents to $1.10 monthly; evening 15 to 20 cents weekly, 65 to 90 cents monthly.

Winston-Salem (N. C.) *Journal-Sentinel*, by carrier, morning, evening and Sunday, to all zones increased 35 to 40 cents weekly, morning and Sunday or evening and Sunday 25 to 30 cents weekly in city.

Publishers of the West Palm Beach, Fla., newspapers, the *Morning Post*, the *Evening Times* and the *Sunday Post-Times*, have announced an increase in subscription prices. The new rate is 30 cents weekly, daily and Sunday; 25 cents weekly, daily only, each an increase of five cents.

On Jan. 25 the *Brockton* (Mass.) *Enterprise* and *Times* raised its single copy price to four cents and carrier delivered to 24 cents a week.

The *Gadsden* (Ala.) *Times* announced Jan. 24 its weekly subscription rate for papers delivered to homes will be increased to 25 cents.

Obituary

C. C. NICOLET, widely-known newspaperman whose 21-year career covered the nation from coast to coast, died in his sleep Jan. 22 in Philadelphia. He joined the staff of the *Philadelphia Record* only the day before. Born in Kansas City, Mo., Mr. Nicolet was the son of Harry L., Nicolet financial editor of the *Kansas City Star*. He held temporary jobs on the Star as a young man and after leaving the University of Kansas in 1921 he joined the United Press in Houston, Texas. Later, the *Houston Press* made him telegraph editor. After that he worked for the *New Orleans Item-Tribune, Los Angeles Examiner, San Francisco News, Memphis Press, Washington Herald* and for the United Press in Washington and Chicago. In 1928 he became telegraph editor of the *New York World-Telegram* and was at one time assistant city editor. He later was associate editor of the *Portland* (Me.) *News*. He joined the rewrite staff of the *New York Post*, but left that job four years ago and bought the *Gadsden County Times* at Quincy, Fla. An urge to return to metropolitan newspaper work brought him to the Record.

ALBERT F. DEMERS, 79, for 36 years an associate editor of the *Troy* (N. Y.) *Record* Newspapers, died Jan. 23 at his home after a short illness. The son of George Washington Demers, editor and part owner of the *Albany Evening Journal*, he began his career in 1885 as a reporter on his father's paper. He was variously European correspondent of the *Troy Press*, United Press legislative correspondent at Albany, news editor of the *Albany Press-Knickerbocker*, city editor of the *Troy Telegram*, news editor of the *Troy Times* and managing editor of the *Albany Press-Knickerbocker-Express*.

CHRISTOPHER GEORGE SINSABAUGH, editor of *Automotive News* and a colorful figure in the automobile industry, died in Detroit Jan. 26 of a heart ailment. He was 71 years old. Chris, as he was known to hundreds, became press agent for Chicago's first automobile show in 1901 while assistant sports editor of the *Chicago Daily News*. In 1905 he left the newspaper field to edit *Motor Age*, and during the next 25 years also was associated with *Motor, Motor Life* and *The American Motorist*.

ENSIGN HARVEY POLLAY, JR., of Eagle Pass, Tex., former *San Antonio Light* reporter, was killed in a recent Navy patrol bomber crash at Hensley Field, Dallas.

MARWOOD D. TREBLE, 55, circulation manager of the *Buffalo Times* for 21 years prior to his retirement in 1929, died Jan. 21 at his Buffalo home.

ENSIGN JOHN RUNDLE, JR., U. S. Navy, and former editor of the *Jackson* (Miss.) *Daily News*, died at Marine Hospital, Staten Island, New York, Jan. 13, of acute loukemia.

J. CHARLES CONLON, 53, veteran Utah newspaperman, and a former employe of the *Salt Lake Tribune*, died Jan. 18 in a Salt Lake City hospital.

ALVIN FRASER MACDONALD, for the past 10 years chief librarian of the public archives in Ottawa, Ont., and previously editor-in-chief of the *Halifax* (N. S.) *Chronicle*, died Jan. 22 in Ottawa. In 1908 he was chosen first Canadian representative to the Imperial Press Conference in London, England.

ELVIE L. POTTER, vice-president of Henri Hurst & McDonald advertising agency, Chicago, died of a heart attack aboard a train while on his way to work Dec. 23. He had been in the advertising business for 25 years.

CLASSIFIED RATES

"SITUATIONS WANTED"
(Cash with Order)

1 time — .50 per line
4 times — .40 per line

"HELP WANTED" AND ALL OTHER CLASSIFICATIONS

1 time — .90 per line
2 times — .80 per line
4 times — .70 per line

FORMS CLOSE WEDNESDAY NIGHT FOR PUBLICATION THE CURRENT WEEK'S ISSUE

To calculate the cost of any classified ad, count five average words to the line. Minimum space acceptable for publication is three lines. Keyed replies: Advertisers who key their ads in care of EDITOR & PUBLISHER should consider this as three words.

PERSONNEL BUREAU

This service is rendered gratuitous in connection with our "Situations Wanted" advertisers in lieu of the continuous number of calls we receive from newspapers, magazines, publicity, advertising and allied professions for men (and women, too), for all departments of the craft. Registration for listing experience and basic data sent upon receipt of four-time copy and payment. Change or substitute copy permissible on four-time advertisements.

Associated Press Reports Wanted

Wanted: Annual Reports of The Associated Press for 1901 thru 1917, 1922 & 1923. Box 320, Editor & Publisher.

Mechanical Equipment Exchanged

Will trade 220-V 3 hp. induction Emerson Linotype motor for 110-V Linotype motor. Tucson Newspapers, Inc., Tucson, Arizona.

Mechanical Equipment For Sale

Goss 12-page Monitor Press, recently rebuilt, with complete stereotyping equipment. Also chases, turtles, and office equipment. Write for circular. Sioux City Shopping News, Sioux City, Iowa.

Linotypes at bargain—two 28's at $1,100 each; one 214 for $1,250. Excellent condition. Electric pots. Have extra gas pots if desired. Times, Ft. Lauderdale, Florida.

Mechanical Equipment Wanted

Used Linotype practice keyboard in good condition. State age, price. Daily News, Athol, Mass.

Wanted: Cutler-Hammer full automatic two-motor web press drive and crosshead type controller for operation on 220 volt 60 cycle phase. Give full details, including serial number of panel. Box 204, Editor & Publisher.

Wanted: 20, 24 or 32-page Rotary press with stereotype equipment for a tabloid paper. State all details. Box 301, Editor & Publisher.

WANTED
Goss press, single width (two pages wide), 13¾-inch printing diameter — 21⅝-inch cut-off or deck for same. Give full details and prices. Box 1042, Editor & Publisher.

Newspapers For Sale

A leading weekly newspaper in suburban Philadelphia area may be bought immediately. All paid subscription circulation, long established and prosperous, has a fine reputation and prestige. Only a circumstance having nothing to do with the business, makes possible this unusual opportunity to acquire a splendid newspaper property that is a real money-maker. Minimum cash requirement $10,000. Box 274, Editor & Publisher.

Capable handling, buying, selling, mergers. No leases or trades. Highest references. LEN FEIGHNER AGENCY, Nashville, Michigan.

Daily in substantial agricultural area that can be bought right. City under 10,000. Arizona weekly—no daily now. W. H. Glover Co., Ventura, Calif.

NEWSPAPER PROPERTIES bought, sold, appraised. Confidential negotiations.
L. PARKER LIKELY
Times Building, New York, N. Y.

Newspapers Wanted

Wanted: Daily Newspaper, city under 50,000 population. Southeastern states preferred. Only deal direct with owner—cash—strictly confidential. Now connected New York newspaper. Box 232, Editor & Publisher.

Help Wanted

Advertising—Young Man or Woman, with newspaper or retail advertising experience for small Daily. Salary $40.00. Send resume of experience, sample layout and snapshot (not returnable) to Box 310, Editor & Publisher.

Advertising Man good on layouts and servicing local accounts; handle national. Permanent for right man. Give references, experience. No boozers. Crookston Daily Times, Crookston, Minnesota.

Advertising Man. Permanent. Fine small city where you can put down your roots. No war boom. Full share accounts in three-man department. Must wear well. Write fully of experience. $40 to right man. No high pressure—no boomers. The Examiner & Enterprise, Bartlesville, Oklahoma.

ARE YOU THE FELLOW?

Some young married man or single chap, well deferred in the draft, is presently employed on a small or perhaps a weekly newspaper, but is bent on bigger things. He must be a "born" salesman—if there is such a thing—have a splendid personality, and be a prolific writer. Maybe he's a college graduate. He is interested in an advertising sales job on an old established Daily-Sunday newspaper in the midwest, where he can grow and learn and earn in accordance with his capacity as time goes on. Write to Box 303, Editor & Publisher, stating all facts, salary expected, and submit photograph with samples of work.

Wanted: Classified Advertising Manager by metropolitan California newspaper — a man who can direct efforts of outside salesmen and telephone girls and supply staff with selling ideas. Write, giving qualifications, experience, age, draft status, present salary and production record for past two years, to Box 279, Editor & Publisher.

BUSINESS MANAGER
Weekly newspaper published in N. Y. C. requires experienced Business Manager, male or female. Replies will be kept confidential. Give full details, salary expected, etc. Box 317, Editor & Publisher.

Can you write good retail copy and sell it? Fine newspaper opportunity. Write fully to Box 343, Editor & Publisher.

Classified Telephone Solicitor for large Daily in New Jersey. Experienced only! Weekly guarantee $30.00. State experience, age, etc., to Box 312, Editor & Publisher.

Desirable position open for TRAINED copyreader, either man or woman, in city of 300,000 population. Must be draft exempt or reasonably certain of permanent deferment. This is no job for amateurs or fourflushers. Applicant must supply gilt-edged references both as to ability and character. Definite salary will not be fixed until after four weeks' trial. Please state qualifications fully, give references and inclose picture. Box 314, Editor & Publisher.

Editorial Assistant, reporting and desk work, Graphic Arts trade paper in New York; opportunity for advancement. State experience, age, draft status, salary expected. Box 340, Editor & Publisher.

Experienced newspaper auditor, cashier, etc. Must be not over 40. Capable of developing into top financial position. Important Eastern newspaper business. Unimpeachable character and habits necessary. Address Box 334, Editor & Publisher, giving full details in first letter.

Leading newspaper in Southern city of over 100,000 population has opening for good institutional copywriter on retail accounts. Experience in art and layout not necessary. Write, stating age, experience, draft status for interview in New York or publication city. Box 305, Editor & Publisher.

Wanted: Advertising Salesman with experience to do a top job of selling and servicing. Circulation (A.B.C.) 33,000. Give complete resume, references, draft status, salary desired. I. R. Van Aurmen, The Times, Pawtucket, Rhode Island.

Wanted: Art Director for high-class monthly publication with International Circulation, capable of making page layouts, air-brushing and retouching photographs, montages, etc. State draft status and salary required to start. Box 258, Editor & Publisher.

Wanted: Combination Pressman-Stereotyper for 16-page Duplex Tubular. Times-News, Twin Falls, Idaho.

Wanted: Engraver to operate one-man plant (standard equipment throughout), middle Atlantic Seaboard. Pleasant working conditions, no slave driving. Address Box 222, Editor & Publisher.

WANTED:
Someone Who Can Create Puzzles

If you have had experience at making up puzzles, we have an interesting full-time or part-time proposition for you. Please write in detail, stating education and experience. If you have any samples to enclose, you may forward same, together with stamped envelope for return to you. Box 250, Editor & Publisher.

Help Wanted (Cont'd)

Western newspaper needs good all around reporter, draft exempt, sometime in April. Preference to man knowing western country. Snapshot, salary expectation desired in application. Box 316, Editor & Publisher.

Situations Wanted
Administrative

Advertising-Business Manager, or combination, depending upon size of paper. Aggressive, sales-minded, unusual background small, large city all-'round experience. Married, draft exempt. Now employed executive capacity. Personal reason for change. Box 196, Editor & Publisher.

Advertising or Business Manager—experienced in both departments. Good reason for seeking change. Capable of taking full charge of any newspaper advertising department. References furnished as to ability and character from people you know. Draft exempt. Correspondence kept in the strictest of confidence. Interview appreciated. Box 178, Editor & Publisher.

All-around newspaper executive—circulation, mechanical production, business office. Successful record. Best references. Draft exempt. Box 251, Editor & Publisher.

Assistant to Business or Production Manager, 39, 12 years' experience, seven with large metropolitan paper. Intimate knowledge of all mechanical departments. Can take over all detail of busy administrator. Especially good at cost reducing, trouble shooting, correspondence. Box 325, Editor & Publisher.

AVAILABLE—
Top Staff Man, Advertising Manager, Business Manager

See details in the January 23rd issue of E & P or write (in confidence) to Box 245, Editor & Publisher.

CHIEF ACCOUNTANT-COMPTROLLER
Fifteen years' large responsibilities Eastern metropolitan Daily & Sunday. Keen understanding of newspapers' aims; all phases taxes, accounting, statistics, collections, personnel. CPA, 43, two children, 3-A. Seek spot where entire outfit is hard-hitting team with forward-looking Captain. Box 201, Editor & Publisher.

Executive of the highest type, with 25 years' metropolitan newspaper experience. Formerly Business Manager and Assistant Publisher. Thoroughly experienced in all departments, including mechanical production, union negotiations, budgeting, purchasing, et cetera. Age 50, health perfect — references best. Will consider any position where opportunity for advancement. I invite your investigation of my standing and past record. Interview appreciated. Box 309, Editor & Publisher.

Executive, 42, with brilliant 25-year record as circulation director, city editor, writer in big leagues, immediately available as circulator, editor or general manager. Excellent references backed by written proof of achievements, including $450,000 improvement in three years. Box 179, Editor & Publisher.

WAR DEVELOPMENT
Publisher's assistant, experienced in major consolidations, labor problems and efficiency, desires a connection developing re-adjustments to successfully cope with war emergencies. Inquire in confidence. Box 324, Editor & Publisher.

Situations Wanted
Advertising

Advertising and Business Manager, now employed in city of 18,000, desires change that offers more possibilities. Has successful record for 20 years—exceptional ability for promoting special pages and sections. Best references. Age 40, married, one child. Box 220, Editor & Publisher.

Advertising Apprentice. More advertising education than application. College. Young Man. Draft deferred. Willing, resourceful. New York, environment. Box 289, Editor & Publisher.

Advertising Copywriter-Salesman, eighteen years' experience. Excellent sales record backed by references. Prefer to locate in Connecticut, Rhode Island or Massachusetts. Thirty-nine years of age, married, two children. Box 191, Editor & Publisher.

Advertising Manager, 37, married, family. Sixteen years' experience, retail, manufacturer, newspaper. Desire connection Daily or other sound organization. Now employed. A-1 references. Box 290, Editor & Publisher.

Advertising Manager seeks permanent connection with a newspaper publisher who needs a man capable of building linage (national-retail) in these changing times. Indefatigable worker—record of accomplishment! Age 45. Salary moderate. Box 209, Editor & Publisher.

Advertising Manager - Display Salesman. Twelve years as Local Advertising Manager large chain newspaper—two years Advertising Manager small Daily in metropolitan area. Good copy and layout man. Excellent references. Draft exempt. Available in two weeks. Box 234, Editor & Publisher.

Situations Wanted—Adv'g (Cont'd)

Advertising Manager (father and son) seeks connection with newspaper — large or small — in the South or West. Father, age 45, draft exempt, married with family, aggressive type. Son, age 20, 3-A draft card, with some experience in the national and classified departments. Both seek connection with newspaper requiring one with broad vision and proven ability. Father has outstanding record in highly competitive fields; also as a classified builder. Can take lead of the display department, and capable of installing classified system if necessary. Salary and commission arrangement on increased business satisfactory. A-1 references as to ability and character. Now located in Chicago. Available February 1st. Write or wire Box 307, Editor & Publisher.

Busy now as always—resourceful Advertising Manager, with proven A-plus record of linage and revenue gain every month for last eight years, seeks connection as Advertising Manager with result-demanding publisher, in South, Middle or Southwest. References? Worthwhile. Box 170, Editor & Publisher.

CLASSIFIED ADVERTISING MANAGER —well seasoned; now employed but wants better, long-time connection with progressive first or second paper; midwest, west or south preferred. Familiar with annual operations running from $50,000 to $250,000. Good references. Write Box 223, Editor & Publisher.

CLASSIFIED MANAGER —
Capable organizer — practical executive, with an unusual background of management accomplishments and general newspaper experience. Have been the leader in highly competitive city. Twenty years classified manager prominent midwestern newspaper. Considerable retail department experience. Excellent qualifications for assistant advertising director of large newspaper or advertising manager of small paper. A-1 business, character references. Married. Family. Age 45. Available now. Box 275, Editor & Publisher.

CLASSIFIED MANAGER and/or SALESMAN
Ambitious youngster (15 years' experience), draft exempt, seeks change as manager, city of 50,000, or salesman on Metropolitan paper. Best references. Box 341, Editor & Publisher.

Classified Manager—Twenty years' experience. Past draft age. Satisfactory reason for making change. Box 332, Editor & Publisher.

Classified Manager, twenty-one years' experience. Have never failed. Can organize efficient staff and obtain loyal cooperation; create classified; increase revenue. Many years' valuable morning and evening combination experience. Age 41, family man, now employed. Interested in city of 100,000 population or more. Minimum salary $85 weekly. Box 192, Editor & Publisher.

Experienced newspaperman, excellent advertising and editorial background, wants better opportunity with publication, radio, public relations department or industry. Ten years' merchandising experience — resourceful writer — good appearance and personality. College journalism graduate, draft deferred. Best references. Box 198, Editor & Publisher.

Salesman-Manager, age 45, draft exempt, seventeen years' experience on Southern metropolitan newspapers, available for permanent connection—South or Southwestern city 10,000 to 60,000 population. Can originate ideas, write copy and make layouts that mean increased linage. Box 174, Editor & Publisher.

Successful Advertising Manager in market of 175,000 seeks position with wider opportunities in progressive organization. East preferred. Box 273, Editor & Publisher.

Top Salesman, 20 years newspapers, with excellent background editorial work and commercial art. Exceptional copy. Age 44, married. Present salary $60. Consider executive position smaller daily. Box 322, Editor & Publisher.

Well-Known N. Y. State
ADVERTISING MANAGER-SOLICITOR, with reputation for building linage. Resourceful in ideas—aggressive in sales. Seventeen years' experience. Seeks position on medium, small-sized Daily. A-1 references. Age 37, married, family, classified 3-A. Box 304, Editor & Publisher.

Who . . .
Advertising man, eight years' experience large and small dailies, plus two years' experience as reporter. Age 32, married, one child, temperate, draft exempt, personable, college.
What . . .
Wishes to contact publisher of small daily or good weekly desiring to be relieved of active responsibility. Will talk salary and percentage or lease. Any locality but prefer Florida, Texas, or California.
Why . . .
Although employed at adequate salary under excellent conditions by outstanding daily, hundred thousand circulation group, future questionable. Believing that knowledge, ability and experience, when properly applied, lead to security, the decision reached is to do something about it now!
Airmail pertinent facts in confidence to Box 318 Editor & Publisher

Situations Wanted
Circulation

All-Around Circulation Executive — knows mechanical production, business management. Top flight. Enviable record both circulation production and economical management. Draft exempt. Available March first. Box 251, Editor & Publisher.

Circulation Manager—over 15 years newspaper circulation building—10 years executive capacity. Home delivery, Little Merchant specialist. Sound, efficient methods. "A good circulation man" attested by Publishers and ABC records. Age 50 years, married, not subject to draft. Abstainer. Your inquiry confidential. Box 216, Editor & Publisher.

Circulation Manager with complete knowledge of Home Delivery, promotion and maintenance, with twenty-five years' experience in highly competitive fields—a real producer and organizer with a background of economy in managing department! Excellent references regarding character and achievements. In the forties, married, good health. Correspondence strictly confidential. Box 212, Editor & Publisher.

Circulation Manager-Accountant, 10 years' experience as Assistant Circulation Manager. Expert accountant, tax specialist—familiar all circulation operations. Box 331, Editor & Publisher.

Expert Circulation Manager available soon. Prefer Western states. Excellent record. Originator promotion book recently published. A "natural" in competitive fields. Highest references. Young, ambitious, draft exempt. Box 142, Editor & Publisher.

Situations Wanted
Editorial

A famed city editor has recommended me as "hard-working, talented, dependable, who can successfully discharge the duties of any position he feels himself capable of undertaking." Am a reporter-feature writer. Have written publicity and radio. Draft deferred. Box 176, Editor & Publisher.

An experienced, dependable newsman; city, Sunday desks, beats, general, features; exceptional qualifications for war desk or column. Not fussy about size of paper, type of work, if permanent. Married, draft-exempt. Employed; reason for change. Box 169, Editor & Publisher.

Assistant Editor of national trade paper, age 24—with Middlewestern and Eastern Daily newspaper experience—seeks permanent editorial position with publication in or near metropolitan center. Draft exempt, college graduate. Efficient, accurate desk man, feature writer. Best references. Box 160, Editor & Publisher.

Attractive young woman. College, Christian, several years' experience with A-1 firms including industrial, trade association, financial and statistical publishing fields. Statistics, charts, languages, research, writing ability. Independent worker—good at organizing—seeks opportunity worthwhile research, survey, or factual publication. Box 215, Editor & Publisher.

Cable, Telegraph or Slot job wanted by seasoned, capable, alert man, 43, 4-H in draft. Excellent background—good reason for seeking change. Box 229, Editor & Publisher.

Can you use a man of 35, draft exempt but healthy, with a trained imagination and an objective, hard-hitting style? National magazine sales, ghosting jobs and highly praised business-building plans prove outstanding ability in creative work. I may be the man you need. Box 202, Editor & Publisher.

Capable Man for Managing Editor. Broad experience, 38, 3-A draft. Must get $65 to start, but well worth it! Box 321, Editor & Publisher.

College man, 30, deferred. Desk, telegraph, reporting experience; also radio publicity, script writing. Seeks New York newspaper, magazine, publicity or radio connection. Employed at present on daily newspaper. Available short notice. Box 187, Editor & Publisher.

Desk man on metropolitan morning newspaper—who has handled all key spots—seeks responsible position with small, afternoon newspaper where knowledge of practices of larger publication will be useful. Age 36, married, children, 17 years' experience. Box 183, Editor & Publisher.

Editorial Assistant, young woman, college graduate—trade magazine experience, layouts, writing, production—desires position, any consumer magazine. Box 319, Editor & Publisher.

Editorial assistant. Young woman experienced in texts, educational matter. Able writer. Box 278, Editor & Publisher.

Editorship or Managing Editorship by Managing Editor now employed in city 125,000. Age 40. Been managing and city editor 16 years. Former city editor city of 500,000. Never fired or demoted. Box 313, Editor & Publisher.

Experienced all-'round Editorial Artist seeks permanent location. Draft exempt. Don Palmer, 1168 Mulford Road, Columbus, Ohio.

Situations Wanted
Editorial (Cont'd)

Five years' experience with weekly newspapers, magazines have prepared me for a desk or reportorial job with your news agency, newspaper, or literary magazine; must be in New York City area. Hard-working, college journalism graduate, draft deferred. Box 308, Editor & Publisher.

FOR THE DURATION —
I thought I could do the writing I've always wanted to do, but a war came on. I am vigorous, capable and sober. Have been reporter, city, news and managing editor in cities up to 100,000, and city editor in city of 3,000,000.
I left that work to do public relations work. Now I am available for a managing editor's job in a city up to 250,000, but for the duration only! Know news and have the ability to make men work with me, not for me. Box 247, Editor & Publisher.

General assignment, political reporter, young woman. Four years' experience medium-sized Daily. Box 311, Editor & Publisher.

Having staff troubles? Experienced city, telegraph desk man seeks permanent place. Salary commensurate with abilities, local conditions. Twenty years' experience—10 with AP, UP, INS. Available reasonable notice present employer. Just past 38, married, perfect record. Box 210, Editor & Publisher.

Managing Editor, employed 25 years all positions Dailies, prefers Middlewestern Republican evening newspaper. Reliable, married, age 47. Box 246, Editor & Publisher.

Managing Editor five years Daily (5,000); experienced photographer and printer; employed, seeks change; college B.S.; 3-A. Box 230, Editor & Publisher.

Managing, telegraph, or city editor. Ideas, writing ability, initiative, judgment-tempered aggressiveness. Twenty years' experience, from reporter to editor. Expert handling local and telegraph news. Married, college educated, age 48, never unemployed. Available reasonable notice. Box 167, Editor & Publisher.

Managing or city editor, vigorous editorial writer and reporter, 40, with wide metropolitan and small-city experience in Middlewest and East, seeks permanent connection. Prefer competitive field where circulation building possible. Experienced in all editorial room work. Box 148, Editor & Publisher.

Managing Editor-Publisher, who understands production, promotion, art direction (could double-in-brass as advertising manager for small publication) wants good connection with newspaper or magazine. Will consider investment. Now employed. age 44, draft 3-A. Record good, references "tops." Box 166, Editor & Publisher.

News and Sports Writer, 23, draft exempt —four years' experience—desires position with future. Florida preferred. Box 342, Editor & Publisher.

Newspaper and Publicity Man, 39, married, 3-A; served as reporter and desk man on dailies, editor on weeklies; publicity for motion pictures, fund raising campaign; seeks post in or near New York. Herbert DeBaer, 1470 Taylor Avenue, New York, N. Y.

PHOTOGRAPHER —
First-class, American-born, draft exempt, non-drinking news photographer available as staff member; can also take charge. Twenty-five years' experience on America's biggest newspapers and syndicates. Have own outfit. Will accept reasonable salary. Box 168, Editor & Publisher.

Photographer, five years' experience in news and magazine work. Age 24, married, one child, 3-A. Own equipment and car. For references and samples, write Box 180, Editor & Publisher.

POSITIVELY DRAFTPROOF —
and a real "Driving Woman." Twelve years' newspaper, editorial, and top-flight radio-writing experience. Fast, creative, capable, and happy there's no rationing on work! Box 213, Editor & Publisher.

Recent college graduate (young lady) desires position as reporter. Will travel. Basic knowledge Spanish, French. Potential qualities. Box 323, Editor & Publisher.

Reporter, 25, desires editorial position on Daily. Ex-college editor. Have done news, features, interviews, columns. Intimate knowledge of current affairs—domestic and foreign. Graduate large Eastern university. Recently draft deferred. Box 261, Editor & Publisher.

Research Editor, Linguistic Expert, Writer (English-Spanish); good organizer—now employed—but available soon. Draft exempt. Can work in a team or as lone wolf. Box 237, Editor & Publisher.

Telegraph, city, makeup editor; top reporter; life background; 43, single, draft deferred; earnest, aggressive, temperate, personable; college; good health; employed, seek broader field; references; reasonable; East preferred. Box 235, Editor & Publisher.

Situations Wanted
Editorial (Cont'd)

WASHINGTON CORRESPONDENT

Experienced reporter (13 years in Washington) and writer who is not content to let government press agents do his work; wide contacts; knows Washington; covers Congress; White House; administrative agencies; now employed at good salary but wants more compatible work representing first-class daily; married; family; non-drinker; 40; best references. Address, Correspondent, Care John C. Loeser, 1232 National Press Bldg., Washington, D. C.

Westerner. 32. Single. Cuss. Drink Bourbon. Prefer Scotch. Work hard. Earn $3,300. Buy Bonds. Pay taxes. Give. Converse. Like sheepherders. Know Congressmen. Eat beef. Favor pork. Commercial teeth. Romanced once. She fled. Newspapered considerable. Desire magazine. Box 195, Editor & Publisher.

Woman reporter desires position on New England newspaper. Metropolitan experience, including assignments and make-up. Excellent references. Available for interview. Box 211, Editor & Publisher.

Young News Executive, experienced every job small dailies, metropolitans, seeks wider opportunity unhampered by legal hour restrictions. Now has important position on aggressive newspaper recognized nationally. Record demonstrates ability to organize staff for punch, greater effort by own willingness to lead. Demands interpretation added to prewar methods. Too busy with present duties to answer correspondence offering less than $100 weekly. Responsibilities also such to make immediate availability impossible. Married, health perfect, 31, 3-B, College graduate — thirteen years' experience. Box 199, Editor & Publisher.

Young woman executive, not employed in war work, desires publicity post with corporation or college. Can edit internal or other publications. College degree. Ability to handle people. Three years' reporting, editing experience among assets. Box 197, Editor & Publisher.

Young Woman Writer—more interested in meeting "dead-line" than "date" would like position with newspaper or publicity firm. Have interviewed famous personalities, reviewed concerts and movies. Shorthand, too! Box 262, Editor & Publisher.

Situations Wanted
Mechanical

Available March 1st. Age 45. Seventeen years' pressroom experience, together with Foreman experience. Thoroughly capable on Web Rotary presses. Desires steady position. Modest salary. Reliable. Excellent health. Box 327, Editor & Publisher.

Available, married, age 45, with seventeen years' experience on Hoe and Duplex Tubular presses, together with experience as Foreman, desires steady position. Have worked on both large and small newspapers. Excellent references. What have you to offer? Box 182, Editor & Publisher.

Let me pay expenses for interview or furnish references on character, ability, loyalty, accomplishments in more than twenty years' experience mechanical management. Draft exempt. Excellent health. First time services available. Can handle large, medium or small mechanical departments. Address Box 181, Editor & Publisher.

Linotype Operator. Union. Thoroughly experienced on all composition wants situation on straight machine. Past two years' average over 250 lines minion. Above draft age. No bad habits. Sober, steady and reliable. H. Colby, 2011 McLemore Avenue, Memphis, Tennessee.

Newspaper Pressroom Foreman, age 50, thirty years' pressroom and stereo experience. Can take new position immediately. No moving expense to new employer. Box 177, Editor & Publisher.

Pressman-Stereotyper Foreman, 20 years' experience. Expert Duplex Tubular—thoroughly capable all types newspaper presses. Over draft age. Best of references. Box 227, Editor & Publisher.

Production Man experienced in both morning and evening fields. A qualified coordinator of manufacturing, circulation and delivery departments; a competent technical assistant to publisher, business or general manager — assuring efficient cost control, production follow-up, and thorough maintenance supervision. Box 154, Editor & Publisher.

Production Manager, 25 years' newspaper experience. Last three years assistant to Publisher of largest newspaper in Orient. Practical Pressman and Stereotyper. Conversant all departments—capable enforcing time schedules. Accustomed to meeting public. Married, draft exempt. Unexcelled references. Box 219, Editor & Publisher.

Superintendent, large weekly or job plant. Thoroughly experienced, energetic, capable. Married, beyond draft. References. Can meet public, have selling ability. Moderate salary. M. B. Sturrock, Box 265, Geneva, New York.

SHOP TALK AT THIRTY

By ARTHUR ROBB

Medals For News Heroes?

WHAT about some kind of recognition for the news folks, men and women, reporters and photographers, who are taking all the risks of war in order to tell the war story to the world? We haven't any hard-set ideas on what should be the reward for heroic news duty well done or for wounds received in line of that duty. Probably no citation form or medal award could be made to apply to all cases—but we do believe that either the field commanders, the national government, or the organized newspaper business should have some ready mechanism for rewarding newspaper work that is performed at necessary risk of life.

Gen. Douglas MacArthur, who knows better than most what the immediate award of a medal in the field means to a soldier, made a precedent when he decorated Vern Haugland of the AP. Haugland won the Silver Star after his miraculous survival for 43 days in New Guinea jungles, into which he had parachuted from a storm-plagued bomber. He's back on duty at MacArthur's headquarters.

The second correspondent to win a medal was Leo Disher of the UP, who wears the Purple Heart for his wounds and "extraordinary heroism" at the Nov. 7 battle of Oran.

Those are two cases which happened to fall immediately under the eyes of alert field commanders—generals who realize that the press has a major front-line place in modern war. According to our count, 10 American correspondents have been killed and 34 wounded or hurt since Sept., 1939. It is probable that many of these casualties were incurred under conditions that merit no further recognition than publication of the facts It is certain, from the statement of the circumstances of others, that conscious disregard of personal danger was part of the performance.

* * *

Heroism Is Seldom Conscious

EVERY old soldier knows that most military medals are won by deeds that seldom included premeditated sacrifice. The man who picks up a machinegun and charges a tank or an entrenched position quite often gets a medal (quite often posthumous), but his heroic act can hardly be attributed to coldly conscious reasoning. Generally, the medal-winning exploits are instinctive and automatic — which makes them none the less worthy of distinction. Some are the result of accidents, some of mistakes. On the whole, however, the award of American military medals in modern wars has been governed by high standards of judgment and personalities or politics have not been allowed to win ribbons for sham heroism.

Equally high standards ought to prevail in any system of medals, citations, or other awards for heroism in wartime newspaper work. If anything, the qualifications for a newspaper award should be stiffer than those required for fighting men. The latter have to assume all the perils of direct contact with the enemy. With few exceptions, the reporters assigned to a fighting front have the obligation to their employers to stay unhurt as long as possible; in other words, not to court personal danger if it can be avoided. Correspondents attached to a naval task force or an invasion group, of course, share all the perils of their fighting comrades—as the wounding of Leo Disher, the death of Jack Singer and the heroism of Stanley Johnston abundantly testify.

And yet—Stanley Johnston was in no greater danger on the blazing Lexington than he had been during months of the London air-blitz, or on the day in Sept., 1940, when he called on his World War I artillery knowledge to declare that the German guns were registering for an invasion of the British coast. If he were to be given a medal—and few better deserve one—for which of his exploits should it be awarded? The scales would be tipped in his case by the fact that he saved the lives of several seaman in the Lexington's last hours.

How about Bill Stoneman, of the Chicago Daily News Foreign Service? He, too, went through the London bombing hell of 1940, with a few score of other correspondents. They stuck to their posts under difficulties that we can scarcely imagine. They moved time and again as bombs tore homes and offices to shreds—but they kept the copy flowing. That ought to rate some sort of reward, even though it might be said that they could have done nothing else.

We can't decide whether that faithful performance of duty is more deserving of a citation than was Stoneman's latest story. He drove his Ford 'way up front—suddenly found himself in a minefield and a web of Nazi machinegun fire that killed the Ford and ticked Bill Stoneman in the stern as he moved away from a quick passage to the hereafter. We doubt that Stoneman would welcome a medal for losing his car, nearly losing his life, for a story which apparently didn't justify the risk of either. But medals have been won for less.

* * *

How Should Awards Be Made?

WITH newspaper people getting about the active fronts in this mobile war as they did not in the 1914-1918 dogfall, we think there should be some plan to recognize both heroism and outstanding work. They ought to be separate recognitions, it goes without saying. We think, also, that they should be distinct from the awards given for heroic performance of Army or Navy duty, unless the newspaper winner actually performed acts for which a soldier or sailor would merit decoration.

That raises the question of judgment. Who is to say whose acts and what acts are heroic enough for decoration? Newspaper men alone? That won't do, because it isn't often that correspondents operate in close enough company to permit of first-hand judgment of a colleague's act. Soldiers only? That might not work, either, for professional soldiers are not likely to cheer heartily for the notion of decorating civilians. However, since the original citation of a newspaperman for heroic action will generally come from an officer of field rank (major to colonel, or in the Navy, lieutenant commander to captain) the cooperation of the military and naval leaders must be obtained to make any such plan operate.

Who should make the awards? There is a question which should have plenty of thought. Offhand, it would seem that the government has enough on its hands in fighting the war without having to worry about providing chest ribbons and medals for reporters and radio broadcasters.

We suggest that a joint newspaper-radio board be set up to consider citations of their people by the military and naval authorities. Such a board might, conceivably, recommend to the President that such and such an act appears worthy of a military decoration. It might judge that another act was worthy of a non-military award to be provided either by a government bureau or by the newspaper or radio industries, jointly or separately.

Or it might rule that a reported deed, of itself, did not merit distinguished recognition, but should be entered on the correspondent's record and should be considered in connection with his (or her) future performance. It might, finally, declare that the reported act was merely in line of duty and not worthy of special notation.

Such a joint board, needless to say, would have to include names of national reputation. Its members would be realistic, hard-boiled as necessary, sympathetic to genuine achievement but suspicious of "deals" that look like possible mutual logrolling between two correspondents or between correspondents and military people. That won't happen often, but it needn't happen at all. Abuse of any plan for recognizing reporting heroism could produce one of the most noisome scandals the newspaper business has ever known.

In any case, we submit the idea to the American Newspaper Publishers Association and the American Society of Newspaper Editors for whatever consideration it merits. The correspondents' record has been rather clearly set forth in EDITOR & PUBLISHER during the past year. The question is now—does the ownership and management interest wish to carry the matter any further?

■

Adopt Secrecy for Executive Sessions

Following a highly criticized news break on an executive session, coverage on which was carried by wire services and published next morning in dailies throughout the state, the South Carolina state senate has taken action "to draw closer about itself the cloak of secrecy of its executive sessions."

Senators sharply condemned newspaper stories which disclosed action taken by them at an executive night session when they agreed that R. M. Jefferies, about to retire as governor and become a senator, would not be entitled to ranking seniority when he resumed his duties in the chamber.

Senator George Warren said facts in the stories "didn't jibe with the actual truth" and "Such things prove there is something wrong somewhere. It is either us, some of our attaches or the newspaper reporters." Senator Harvey said, referring to whoever was responsible for the leak, "We should kick him out and if it is a senator, he should be publicly proclaimed or brought to trial."

■

OPA Ruling Starts Grade Labeling

WASHINGTON, Jan. 27—Long advocated by professional consumer groups but without encouraging success, grade labeling has made its entry into the mercantile trades as a result of an OPA ruling fixing dollars-and-cents ceilings for canned grapefruit juice at the packer level.

Grade labeling presumes that any salable produce can be fitted into a limited number of quality categories, usually designated numerically or alphabetically. Factors of taste, arising out of production of the basic item in a favorable climate, of customer acceptance which supports premium prices, and numerous other considerations do not figure in the grading.

The impact of the ruling, the first of a series which will cover many fruits and vegetables in the 1943 pack, will be felt first and hardest by brand names. The arbitrary grading by government employes is expected to destroy good will and acceptance built up for many national brands.

■

Jeffers Clashes with OWI on "Clearance"

WASHINGTON, Jan. 26—Rubber Czar William M. Jeffers and the Office of War Information have clashed over a fiery speech made by the former to the Council of State Governments in Baltimore, Md., without first obtaining clearance from OWI.

Jeffers accused "Army and Navy loafers" and "Washington experts" of interfering with the successful progress of the war program.

The comments were made in a question-and-answer period, not a prepared speech which could have been submitted, Jeffers explained when he returned to the Capital. Anyway, he added, whenever he regards it necessary he intends to "go to the people."

■

HEADS S. D. PRESS

SIOUX FALLS, S. D., Jan. 26—Charles H. J. Mitchell, editor and publisher of the *Brookings Register*, a semi-weekly, was elected president of the South Dakota Press Association at an annual meeting concluded yesterday. Mr. Mitchell succeeds Fred C. Christopherson, associate editor of the *Sioux Falls Argus-Leader*. Others elected were: E. Y. Berry, *McLaughlin Messenger*, first vice-president; Fred Breukelman, *Corsica Globe*, second vice-president; A. M. Johnson, *Sioux Valley News*, Canton, third vice-president, and John H. Craig, *Tripp Ledger*, secretary-treasurer. It was the 19th time Mr. Craig had been named secretary-treasurer.

THE HASKIN SERVICE is among the leaders in all tests everywhere. If the high command must reduce the size of your paper, it will naturally want to use high-powered features and not mere fillers. This Service adds to the strength of the content of any paper. Include it in your new budget.

The Mobile Press (33,000 E) has contracted for this Service.

Frederic J. Haskin, Washington, D. C.

ANOTHER MESS IN THE BALKANS

The AP reports America's wars—4

On June 28, 1914, AP man Robert Atter stepped into a Vienna cable office and dispatched the story that shook the world—the assassination of Archduke Francis Ferdinand. "Another mess in the Balkans" readers commented, but that dispatch became the lead to a story that never ended.

With World War I on its hands, The Associated Press organization, which had already made journalistic history reporting many wars, fanned out over the earth. "Truth is the first casualty in any war," AP men were reminded—and the AP went after the truth.

It got the truth and got it first from the beginning of Armageddon to the Armistice on Nov. 11, 1918. An AP man flashed the first news of the Lusitania's sinking on May 7, 1915; AP carried the only interview with Churchill on the truth about Jutland; in Washington AP alone had the story of Germany's efforts to ally with Mexico and Japan to attack the United States; AP flashed the first news of American troop landings in France, the first reports of America's first shot on April 19, 1917, and countless other great events.

It was the graphic eye-witness stories of AP's Hendrick Van Loon and George A. Schreiner out of Belgium that started the American Belgian Relief Drive. The bloody Russian revolution which broke on Nov. 7, 1917, proved how accurately the AP staff at Petrograd had reported conditions and in the Egypto-Arabic theater AP's Dewitt Mackenzie was the only American reporter.

Twenty-five years later AP men still are covering the story that AP was first with—and reporting it better than ever!

AP THE BYLINE OF DEPENDABILITY

PRINTED IN U. S. A.

FIRST OF A SERIES

DEDICATED TO THOSE WHOSE CONVICTION IS INDIVIDUAL ENTERPRISE AND WHO ADVERTISE NOW TO INSURE ITS CONTINUANCE

MANY confuse advertising and selling. Advertising is the extension of personal selling to the thousands, millions—or, as John E. Kennedy said, "Advertising is salesmanship in print." Selling equally defines a political oration, advancement of an economic theory, description of research results in industry, or the taste and vitamin content of a whole wheat breakfast food.

•

Advertising—wisely planned, placed, and adequately continued—cheaply and efficiently enlarges the use of a product or provides the basis for an enlightened, intelligent public opinion.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK	*World-Telegram*	COLUMBUS	*Citizen*	DENVER	*Rocky Mt. News*	EVANSVILLE	*Press*
CLEVELAND	*Press*	CINCINNATI	*Post*	BIRMINGHAM	*Post*	HOUSTON	*Press*
PITTSBURGH	*Press*	KENTUCKY	*Post*	MEMPHIS	*Commercial Appeal*	FORT WORTH	*Press*
SAN FRANCISCO	*News*		*Covington edition, Cincinnati Post*	MEMPHIS	*Press-Scimitar*	ALBUQUERQUE	*Tribune*
INDIANAPOLIS	*Times*	KNOXVILLE	*News-Sentinel*	WASHINGTON	*News*	EL PASO	*Herald-Post*

NATIONAL ADVERTISING DEPARTMENT • 230 PARK AVENUE • NEW YORK

CHICAGO SAN FRANCISCO DETROIT MEMPHIS PHILADELPHIA

EDITOR & PUBLISHER
THE FOURTH ESTATE
1943 INTERNATIONAL
YEAR BOOK NUMBER

CHICAGO
UNIVERSITY
LIBRARY

Vol. 76, No. 5 SECTION TWO JANUARY 30, 1943 By Mail in Advance: $4 U.S.A.; $4.50, Canada; $5.00, Foreign.

AP

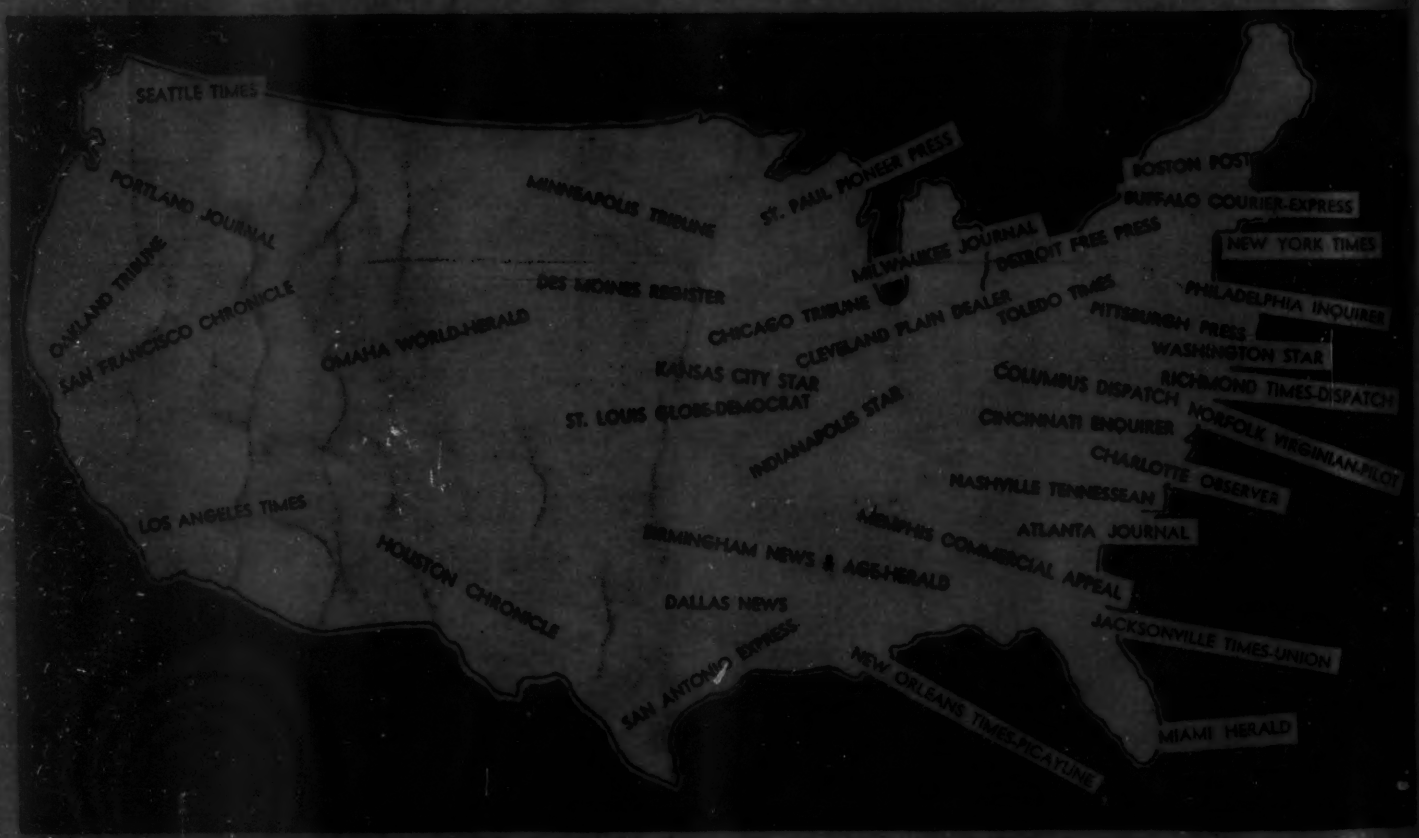
The Byline of Dependability

BUY-LINES • by Nancy Sasser

A Weekly Sponsored Column of Things Advertised and Interesting

The LARGEST COVERAGE THROUGH THE BROADEST NATIONAL PATTERN!

10,758,112 ABC CIRCULATION EVERY SUNDAY ACROSS AMERICA



STUDY THE MAP—STUDY YOUR MARKETS—USE THIS "NETWORK" OF GREAT NEWSPAPERS TO TURN YOUR SELL-LINES INTO THE BUY-LINES WOMEN SEEK

Write to

NANCY SASSER, Incorporated

420 Lexington Ave., New York
Telephone Mu 5-3724

360 N. Michigan Ave., Chicago
Telephone CENTRAL 1577

THE SUN FINAL

ALLIES BREAK THROUGH JAPS IN PAPUA

Union Leaders Vote To Call Miners To Work Monday

THE EVENING SUN

RAF AGAIN HAMMERS BERLIN

BRITISH DRIVE NEARER TRIPOLI

Reds Roll Nazis Back; Huge Fires Blaze In Berlin

THE SUNDAY SUN

Russians Advance 56 Miles In New Voronezh Drive, Say Nazis Around Stalingrad Soon Will Be Wiped Out

VITAL NEW FACTS ABOUT BALTIMORE

A Preeminent Market With Preeminent Coverage

More than 50,000 new workers have been added to the payrolls of manufacturing industries in the Baltimore Industrial Area since Pearl Harbor. [1]

Wages of all such industrial workers now average $47.29 a week. [1]

Payrolls of Baltimore firms now total more than $9,600,000 a week. [1]

14,300 new dwelling units were completed in Baltimore in 1942 to house the new families in this great market. [2] And still the housing facilities are crowded, inadequate to meet the demands of war workers on the job here.

Department store sales in Baltimore increased 20% in the first 11 months of 1942, compared with the same period of 1941. [3] This gain was equalled (but not surpassed) by only one other market among the 15 largest cities of the nation.

1. State Commissioner of Labor and Statistics, for November, 1942. 2. National Housing Agency. 3. Federal Reserve Board.

★ ★ ★

Wartime enterprise—in getting and developing the news of the day—editing it skillfully—interpreting it intelligently—has made The Sunpapers more vital, more necessary to Baltimoreans than ever before.

At no time since the establishment of *The Sun* in 1837 have The Sunpapers been more widely read, more widely depended upon, more widely respected than they are today.

Advertising placed in The Sunpapers—Morning, Evening and Sunday—totaled 29,413,575 lines in 1942—an increase of 656,890 lines or 2.3% over 1941. (Media Records.) The combined Sunpapers carried 67% of the total advertising in Baltimore newspapers last year. Evening and Sunday Sunpaper advertising reached 21,416,007 lines in 1942.

Year after year The Sunpapers have been the favored media for total general, total retail and total classified advertising in Baltimore.

Net paid circulation of The Sunpapers for December, 1942, was 332,235 Daily (M. & E.) and 256,760 Sunday.

A.B.C. Publisher's Statements (September, 1935 and 1942) show that The Sunpapers' Daily net paid circulation has increased 25% and the Sunday circulation 28% in the Baltimore City Zone in the last seven years.

TELL YOUR STORY ● SELL YOUR GOODS

Through the Advertising Columns of The

BALTIMORE SUNPAPERS

MORNING EVENING SUNDAY

OFFICIAL U. S. NAVY PHOTOGRAPH

★ ★ ★ ★ ★

More and better
WAR NEWS-PICTURES
MEAN
More and better
WAR PRODUCTION

THAT murderous broadside from American guns dealt the enemy not one but two shattering blows—*and the second, struck by our newspapers, was a far heavier smash than the first!*

Powerful combat pictures . . . printed in newspapers reaching every war-working American . . . send war output zooming on thousands of production lines. Guns, planes, bombs, tanks, ships pour forth even faster when workers *SEE what their work means in action.*

More and better WAR NEWS-PICTURES are essential to more and better WAR PRODUCTION . . . yes, even to Victory itself!

Victory-minded publishers increasingly play up combat news *pictorially.* Increasingly, too, they print the *clearer, sharper, more compelling halftones* these pictures demand, with inks that do that job best—MORRILL NEWS INKS—the finer inks that print America's greatest newspaper circulations.

For Victory, print more and better war pictures — and print them with MORRILL NEWS INKS for brilliant reproduction, trouble-free performance, real economy.

WAR-WINNING POWER
—AMERICA'S PRESS

America is newspaper-minded, and what Americans think and do depends primarily on what they "SEE in the papers". More than 30 Government Victory Projects—including War Bonds, Civilian Defense, Scrap Drives, Rationing, Car Pooling, *and especially War Production* — would fail without the support of our press, aid priceless yet largely cost-free.*** For Victory, print more and better War Pictures, today and every day!

News Inks by
THE WORLD'S LARGEST MAKER
MORRILL

GEO. H. MORRILL CO.
DIVISION
GENERAL PRINTING INK CORPORATION
100 SIXTH AVENUE • NEW YORK, N. Y.
FACTORIES
NORWOOD, MASS. • TACONY, PHILA., PA.
CHICAGO ILL • SAN FRANCISCO, CAL.
BRANCHES
BOSTON • NEW YORK • PHILADELPHIA • DETROIT
CHICAGO • ST LOUIS • MINNEAPOLIS • FT. WORTH
LOS ANGELES • SAN FRANCISCO • SEATTLE

CLINE SYSTEM UNIT TYPE PRESS DRIVE

An Individual Motor Drives Each Unit and Each Folder in Any Combination

No Press Drive Shaft

No Back Lash

Perfect Acceleration

Perfect Slow Down

Perfect Automatic Brake

CLINE HIGH SPEED PASTERS, REELS and AUTOMATIC TENSION

Used in Prominent Plants

No Running Belts—Plenty of Room

Automatic Tension Control Adjustable From Press Room. Tension Indicator on Dial

No Overrun of Rolls, Quick Stop from High Speed

CLINE SYSTEM UNIT TYPE NEWSPAPER PRESS DRIVES AND TENSIONS

Originated, Patented and Perfected by Cline

For over thirty years the Cline Electric Mfg. Co. have been furnishing electrical equipment, including Standard Double Motor Drives and Automatic Controllers and accessories for newspaper presses. For more than ten years they have been furnishing reels with tensions arranged to make flying pasters at reduced speed of the press, and have therefore been in a position to coördinate paper feeding devices with press control and make layouts of such coördinated equipments to give the greatest possible flexibility of press combinations as well as operation. Cline engineers have therefore had experience in a great number of plants. This, together with this standardized Cline equipment, has resulted in publishers, engineers, architects and press manufacturers recognizing that the engineering work of this service is a very important factor.

The coördination between the reels with automatic tension and high speed pasters for high speed presses, together with the Cline Unit Drive, gives flexibility of press combinations in a most efficient manner, and should interest any prospective purchaser of presses.

CLINE DOUBLE MOTOR DRIVES FOR NEWSPAPER, ROTOGRAVURE AND MAGAZINE PRESSES

The Cline System Is the Most Logical for Efficient Operation and Control of the Modern Newspaper Plant

THE CLINE SYSTEM INCLUDES

Unit Press Drive and Control

Double Motor Drive and Control

Magazine Type Single Motor Control

Special Color Press Control

Stereotype Motor Equipment

Cline Reels and Automatic Electric Tension

Cline High Speed Pasters

Paper Roll Conveyors

Plate Conveyors and Droppers

Typesetting Machine Drives

Tell Us Your Problems — Our Engineers Have the Experience and Facilities to Serve

CLINE ELECTRIC MFG. CO.

MAIN OFFICE: 211 W. WACKER DRIVE, CHICAGO, ILL.

Western Office
CROCKER FIRST NAT'L BK. BLDG.
SAN FRANCISCO, CALIF.

Eastern Office
220 EAST 42nd STREET
NEW YORK CITY

CLINE SYSTEM

QUALITY NAME SERVICE FAME
CLINE ELECTRIC MFG. CO. CHICAGO
CLINE WESTINGHOUSE

MATS MEAN MORE

as man power diminishes

DRY mat satisfaction is a compound of mat excellence, plus the skilled habits of men accustomed to a particular mat. . . . Today the man factor is weakened by military demands and man power exigencies . . . Stereo crews that have long worked in unison are being broken up. . . . As the man factor diminishes, the mat factor carries an increasing part of the burden. It is more important than ever that dry mats offer every aid to rapid, smooth, flawless production.

Thus, many plant executives are thankful for the help of Certified mats in—

—Stabilizing the stereo routine.

—Promoting press hour punctuality during a period of restricted speed in distribution.

—Maintaining prestige by quality at a time when quantity is necessarily reduced.

CERTIFIED DRY MAT CORPORATION
9 Rockefeller Plaza Dept. P, New York, N. Y.

For dependable stereotyping, rely on Certified Mats, made in the U. S. A.

Certified DRY MATS

Certified field men are always available for consultation on mat questions.

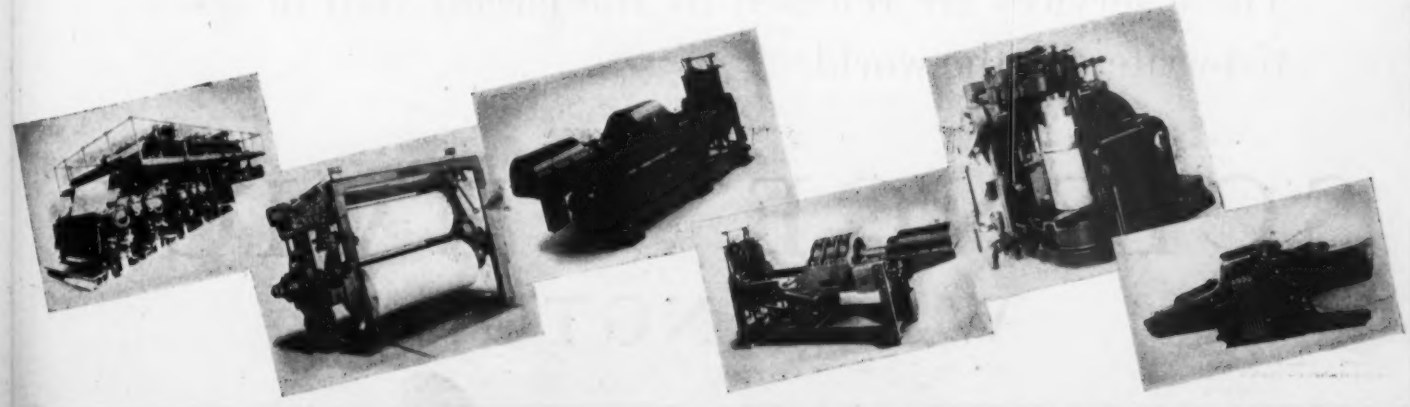
The DOUBLE "V"

TOOLS FOR A FREE WORLD
TOOLS FOR A FREE PRESS

High-production machine tools . . . built by Wood with the precision of a high-speed press . . . are at work in a score of mighty industries, piling up the goods to win a *Free World* * * * Meanwhile, Wood maintenance and repair service continues to help keep a *Free Press* in operation * * * Soon, when a *Free World* is made secure, a Free Press will again be able to call on Wood resources—for High Speed Presses and Autopaster equipment, as well as Automatic, Junior and Pony Autoplates—and Autoshavers * * * Wood Newspaper Machinery Corporation, Plainfield, New Jersey. New York Office: 501 Fifth Avenue.

Wood

NEWSPAPER MACHINERY



SCIENCE

is *must* this war year

★ For bombardier, grease-monkey, welder, maker of precision instruments, housewife struggling with points and pennies, boys and girls in school, the need is for news and more news of the great work science is doing for Victory.

★ Thus your newspaper reaches a new and different type of reader - - - new since the Roaring Twenties and the Despondent Thirties - - - an audience that is on its toes, ready to do everything in its power to bring this global conflict to an early and victorious end and to work out a lasting and constructive peace.

★ Science Service keeps the world abreast of every phase of progress in all sciences through vital daily copy, "Wire Stories By Mail," weekly illustrated news page, the column to keep workers fit, "YOUR HEALTH: Here's How!" monthly Map of the Stars, weekly Isn't It Odd and our accurate, informative daily filler service, Science Shorts. These services are released by the largest staff of scientist-writers in the world.

SCIENCE SERVICE

WASHINGTON

ORDNANCE EQUIPMENT

for the duration.....

.....The Army requested DUPLEX to design new type artillery weapons. Models were made and after tests contracts were placed—and DUPLEX is completing orders ahead of schedules.

But afterwards we shall be ready to again serve the newspaper world with the best and finest of printing equipment.

Remember!

We are the inventors and original patentees of every standard type of newspaper press in use today .....

1 The first successful flatbed web press, patent No. 459813 (applic. October 16, 1890); first press installed at the Rutland, Vermont Herald in 1890.

2 The unit-type heavy-duty press, patent No. 814510 (applic. July 26, 1905); first installation made in 1906 at the New York Journal of Commerce.

3 The revolutionary Tubular press, patent No. 867230 (applic. August 22, 1906); initial installation went to the Kalamazoo, Michigan Press in 1909.

4 The Unitubular press, patent No. 2104737 (applic. June 4, 1934); first one of these went into the plant of the Salem, Oregon Capital Journal in that same year.

THE

DUPLEX

PRINTING PRESS COMPANY

BATTLE CREEK • MICHIGAN

REPLACEMENT PARTS AND SMALL INVENTORY STILL AVAILABLE FOR PRINTING NEEDS

Yes, for some months now Monomelt has been one of the long list of printing equipment manufacturers who have switched to the production of war materials exclusively. Yet, even while war production goes on full blast, Monomelt engineers are discovering as a byproduct of today's effort, new ideas and new methods that will contribute greatly to tomorrow's peacetime equipment. When the Axis falls and Monomelt again resumes peacetime production, Monomelt equipment will be better than ever! Meanwhile, to keep present equipment operating efficiently, Monomelt is maintaining a reserve stock of repair and replacement parts. A small inventory of new equipment is also available subject to prior sale.

MONOMELT CO.

1611 Polk Street N. E. Minneapolis, Minnesota

IT MAKES SENSE, doesn't it, to figure that the fellow on the spot, in town, in the papers day after day, is going to size up the local newspaper situation pretty accurately. He *has* to. He has to spread his bread tomorrow with the results of his ad today. That's why more and more national advertisers are picking newspapers from retail display linage figures. And that's why more and more of them are picking the Enquirer in Cincinnati.

DRAW YOUR OWN CONCLUSIONS FROM THESE QUICK FACTS:

RETAIL DISPLAY LINAGE

	1941	1942	Change	% Change
Times-Star	5,499,354	4,890,246	—609,108	—11.1%
Post	5,094,550	4,669,504	—425,046	— 8.3%
Daily Enquirer	3,527,737	3,580,910	+ 53,173	+ 1.5%
Sunday Enquirer	2,901,226	3,110,401	+209,175	+ 7.2%
Total Enquirer	6,428,963	6,691,311	+262,348	+ 4.1%

TOTAL DISPLAY LINAGE

	1941	1942	Change	% Change
Times-Star	8,148,300	7,211,290	—937,010	—11.5%
Post	6,820,476	6,238,008	—582,468	— 8.5%
Daily Enquirer	4,453,805	4,487,082	+ 33,277	+ 0.7%
Sunday Enquirer	4,172,608	4,079,194	— 93,414	— 2.2%
Total Enquirer	8,626,413	8,566,276	— 60,137	— 0.7%

CIRCULATION 1942 vs. 1932

	1932	1942	Change	% Change
Times-Star	157,307	156,382	— 925	— .6%
Post	166,265	154,956	— 11,309	— 6.8%
Daily Enquirer	90,938	131,017	+ 40,079	+ 44.1%
Sunday Enquirer	174,424	217,251	+ 42,827	+24.6%

All advertising figures based on Media Records reports. All circulation figures based on Sept. 30, ABC Publishers' Statements.

The CINCINNATI ENQUIRER

Says good morning to its readers . . . good business to its advertisers

REPRESENTED BY PAUL BLOCK AND ASSOCIATES

YOU TOO CAN SAVE RUBBER

BY RECONDITIONING YOUR ROLLERS MORE OFTEN

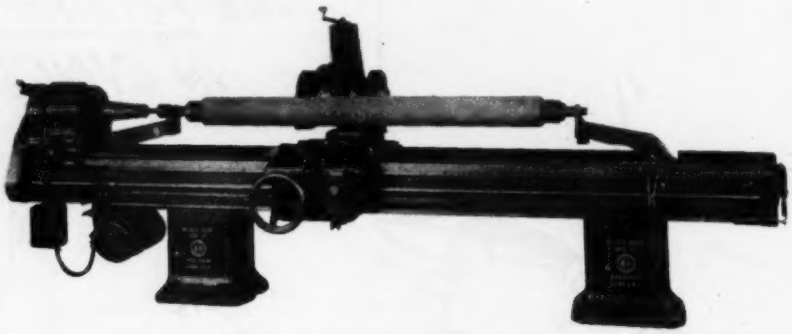
BY USING THE BLACK ROCK RUBBER ROLLER GRINDING AND POLISHING EQUIPMENT ILLUSTRATED HERE

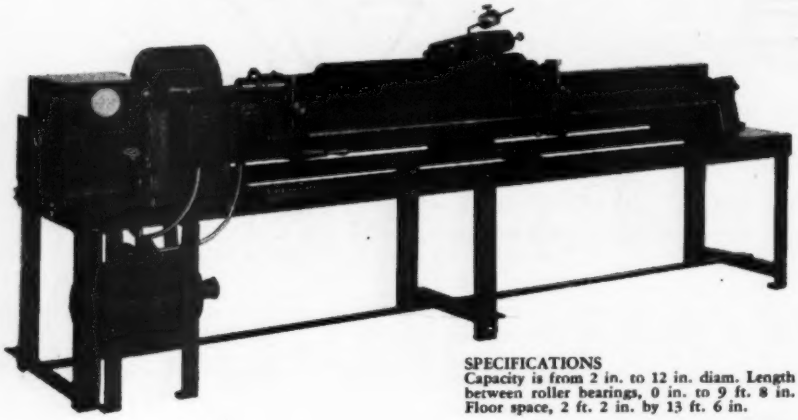
for grinding every type and size of rubber roller for letterpress, rotogravure and lithographic presses as specified by leading press makers, consists of two units—a Grinding Machine and a Polishing Machine.

4-L RUBBER ROLLER GRINDER

Will grind rollers rapidly and accurately. Rollers may be ground at any point from the top to back, thus permitting the operator to obtain straight or crowned rollers from nothing to a crown equal to the natural sag. A standard setting-up gauge permits rollers to be ground within 0.001 in. of the same diameter.

SPECIFICATIONS
Capacity is from 3 in. to 12 in. diam. Between roller journals, 1 in. to 8 ft. 8 in. Floor space, 4 ft. by 13 ft. 8 in.





SPECIFICATIONS
Capacity is from 2 in. to 12 in. diam. Length between roller bearings, 0 in. to 9 ft. 8 in. Floor space, 2 ft. 2 in. by 13 ft. 6 in.

4-RM ROLLER POLISHING MACHINES

Automatically, rapidly and accurately polishes rubber rollers coming within specifications given by leading press makers. Eliminates laborious and inaccurate hand polishing. Maintains dimensions relative to those produced on the 4-L Grinder. Infinitely variable polishing speeds are obtained with a Vari-Speed Pulley by turning a hand-wheel. Polishing belt feed remains constant with roller speed to insure proper roller finish. Instantaneous carriage reversal accomplished by electrically operated reversing mechanism. Polishing carriage carries an abrasive endless belt containing one or more grades of abrasive as desired. Automatic roller dusting device supplied with machine.

4-LM RUBBER ROLLER AND TUBE GRINDING MACHINE

is designed for accurate production grinding of tubes from which washers are to be cut, wringer rollers, typewriter platens, printers' rollers and other cylindrical and composition articles. Grinding and polishing done on the same machine. Infinitely variable work grinding and polishing speeds; six selective feeds for each grinding and polishing speed; indicating gauge for setting up the work accurately; work may be ground on centers or journals; adjustment for automatically obtaining one pass, two passes, or repeated passes of grinding wheel across face of work.

4-LG GOODRICH ONE SET ROLLER GAUGE

Was developed by the B. F. Goodrich Company for measuring rubber rollers. Eliminates individual "feel" and insures correct readings for straight or crowned rollers. In use, gauge is placed in position as shown and is free to swing about the pivot at the upper end of the yoke.

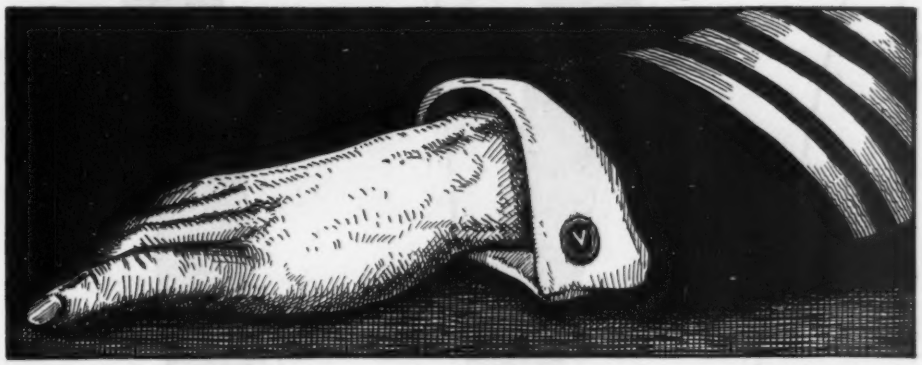
SPECIFICATIONS
Capacity is from 2 in. to 8 in. inclusive. Dial graduated to 0.0001 in. divisions. Supplied in wooden case.

SPECIFICATIONS
Capacities—Minimum diameter, ½ in.; maximum diameter, 8 in. Maximum length between centers, 44 in. Floor space, 2 ft. 10 in. by 8 ft. 6 in.

BLACK ROCK TRADE FINE BR TOOLS MARK **MFG. CO.**

NEW YORK BRIDGEPORT, CONN. LOS ANGELES

Service STRIPES



ON the home front, there are examples of distinguished service, less spectacular, perhaps, but definitely indispensable. Before the War Walter Scott & Company, Inc., won "service stripes" on the Newspaper "Front." Printing Presses were the product of accurate, experienced technicians . . . specialists with a prideful sense of production.

Now these same highly trained precision experts are engaged on vital Government work. . . . Ordnance pieces requiring the same type of dependable accuracy. That is why the Scott plant was selected.

In the meanwhile it is recognized that newspapers are morale-building weapons, essential to Victory. To this end, we are permitted to produce and deliver Maintenance "Musts" for newspapers. Thus Scott finds it possible to add *new* "Service Stripes" to its enviable record.

WALTER SCOTT & CO., Inc.

PLAINFIELD, N. J.

A giant "V" that spread like wild-fire across enslaved Europe, when its first imprint leaped into popular consciousness. For it was the significant symbol of a determined purpose to WIN — to achieve that Victory which would ultimately mean man's right to human decency.

It was scrawled on walls . . . daringly chalked against the very doors behind which an arrogant enemy planned even worse venom . . . became in every Nazi-held land an imperishable thorn-in-the-flesh!

Then America took it up! National advertisers weaved it into splendid examples of unselfish propaganda. It became, almost overnight, an equally emphatic symbol of effort, of sacrifice, of a firm resolve.

But the "V" mark likewise stood for the "V" spot . . . for dollars going straight to the very heart of a tremendous undertaking. American citizens see in it MORE than "Victory" . . . they see the Call to Arms in a financial way. "V" means "Bonds" bought . . . crisp greenbacks transformed into *ammunition.*

SPONSOR

The ninth of a series of timely, patriotic messages conceived and created in art and copy by W. Livingston Larned and contributed by EDITOR & PUBLISHER to the high purpose of Bond Sales and wartime morale. Permission is granted to the newspapers of the nation to reproduce these advertisements. Mats of this size advertisement are available at cost. Also engravings of the illustrations, in any size, are available at cost. It is suggested that local merchants and manufacturers—as well as financial and commercial institutions—sponsor the series in paid space, as a patriotic service to Uncle Sam.

EDITOR AND PUBLISHER

THE FOURTH ESTATE

•

Principal Features of the 1943 International Year Book

- Directory of English Language Daily Newspapers of the United States
- Directory of Daily Newspapers of Canada
- Directory of Newspaper Representatives
- Ready Reckoner of Newspaper Advertising Rates and Circulations
- Principal Newspaper Chains of the United States and Canada
- Nine-Year Record of Newspaper Advertising Linage, 23 Principal Cities
- Wage Scales for Principal Newspaper Unions
- Press Gallery of the United States Congress
- U. S. and Canadian Newspapers Operating Radio Stations
- A.B.C. Analysis of Daily Newspaper Circulations, U. S., Canada, Mexico and Cuba
- Directory of Advertising Agencies, U. S. and Canada
- Directory of Newspaper Feature Syndicates
- Schools, Colleges, and Courses in Journalism
- Books on Journalism and Advertising
- Directory of Principal Foreign Language Newspapers of the United States
- Directory of Principal Negro Newspapers
- Directory of Newspaper and Advertising Associations and Clubs
- Directory of Departmental Editors, U. S. and Canadian Newspapers
- Directory of Foreign Press Correspondents in the U. S.
- Directory of Principal Newspapers of Great Britain
- Directory of British Newspaper and Advertising Organizations
- Directory of Latin-American Newspapers
- Major Court Decisions for 1942 Affecting Publications and Advertising
- For Table of Contents and Index to Advertisements See Last Four Pages
- Directory of Principal Newspapers of Australia, New Zealand, Sweden, Switzerland, and Turkey

•

1943 INTERNATIONAL YEAR BOOK NUMBER

Index of Contents and Advertisements last four pages.

NEW YORK, N. Y. • 23rd Edition VOL. 76, No. 5 • JANUARY 30, 1943

Copyright, 1943, by The Editor & Publisher Company, James Wright Brown, President

Keep "Passing the Ammunition"

V

Buy Bonds to Beat the Barbarians

Real Strength of all free peoples is based on the freedom of TRUTH, for without TRUTH, nations must live in slavery. TRUTH is the strongest ammunition of a free people. American Newspapers must ever struggle to maintain for the people of America that freedom which tyrants would destroy—tyrants both within and from without.

The American press appreciates the splendid manner in which Editor & Publisher has facilitated the work of American Newspapers in preserving the great American Freedom of TRUTH.

SPEIDEL Newspapers INC.

Speidel Newspapers Inc. is a national service and research organization for the American transcontinental group of Speidel Newspapers from New York to California.

Speidel Newspapers are published fundamentally in the interest of the American Home, and for the welfare and advancement of the American Communities and of the States in which they are located.

EDITOR & PUBLISHER • The Oldest Publishers' and Advertisers' Newspaper in America • January 30, 1943
ISSUED EVERY SATURDAY FOUNDED IN 1884

Newspaper Circulations Hit Top in 1942

70 Dailies Suspend Publication During Year—Milline Rates Continue Downward Trend

DAILY NEWSPAPERS of the United States passed through one of the most difficult years of the past half century in 1942. They enter upon 1943 with the prospect that operations will be more difficult and less rewarding in immediate returns.

The year's end found newspapers recording the largest daily and Sunday circulations in their history—with gains distributed generally throughout the nation. This record was achieved in spite of the fact that the number of daily newspapers suffered the largest single year's decline since the panic years that followed World War I. Here again, the situation covers newspapers of all sizes, from metropolitan daily to the marginal six-pager of a once-ambitious cross-roads. But in the news-hunger generated by America's active entrance into the war, all the circulation represented by the suspended journals has been made up—and more.

Advertising rates showed remarkably little change in total during 1942. Toward the end of the year, there were some upward revisions, but on the whole, publishers apparently preferred to pick up revenue shortages by increasing subscription and sales prices—with usually gratifying results. The increased net paid totals shown in The Ready Reckoner on page 116 permit of no other reasonable conclusion.

By the same tokens, the rate per line per million circulation maintained the continuous downward trend that it has exhibited for more than ten years. The net meaning of that is that daily newspaper advertising messages are placed before more readers and at a lower cost than ever before. For the record, it is pleasant to close the first year of our war on that note.

* * *

What of the future? Prophecy is proverbially dangerous and it is especially unsafe for the prophet in time of war. Nevertheless some reasonable predictions may be drawn from known facts and recognized probabilities.

One known fact is that newspapers will have to reduce their use of all kinds of print paper drastically during 1943. They are now limited to the tonnage required to produce their net paid circulation during the corresponding period of 1941. With 1943 circulations standing well above those of 1941 as the year opens, and with advertising running only about 5% to 6% below 1941-1942 averages, it is apparent that either circulation must be arbitrarily cut or number of editorial text pages reduced.

The present goal of the War Production Board order is said to be an approximate 10% cut from 1942 paper consumption. There is every prospect that future orders will increase the reduction ratio, possibly to as much as 30%, depending upon raw material and transportation conditions during the year on both sides of the U. S.-Canadian border. No prophet can peer into that future with any certainty.

Manpower—as applied to both male and female genders—is becoming a problem of growing extent for all newspapers. Even though the War Manpower Commission has defined newspapers as "essential to the conduct of the war" and has published an incomplete list of essential newspaper tasks—every day sees fewer and fewer people available for newspaper duties. That is one of the principal reasons for the suspension of many of the 70 dailies noted in this and other recent issues of EDITOR & PUBLISHER. Composing room replacements have been difficult, often impossible, to recruit in small towns and many publishers have had the choice only between suspension and reversion to weekly publication.

There seems little likelihood that this situation for the small city paper will improve during the war. The metropolitan press is meeting it and will continue to do so by doubling up assignments and departments—but the small city newspaper has little leeway of that kind. And this prophet will hazard the estimate that by the end of 1943 daily newspapers will not have more than two-thirds of the number of employes that were on the rolls before Pearl Harbor.

Raw materials, other than print paper, will be subject to continuing demands for direct war uses. Zinc use has already been ordered drastically cut—an order which need cause small inconvenience if the publisher gets the cooperation of his local advertisers. This has been done in several cities, and conservation plans were ready weeks before the WPB restrictive order became effective. Stocks of other metals in use within the industry and its recognized sources of supply are believed adequate for the duration if they are carefully conserved.

* * *

What other impacts of war are reflected in this 1943 Year Book? There is scarcely a page upon which some of war's effects cannot be traced. National advertising interests were one of the first casualties after Pearl Harbor. Conversion of automotive and other heavy manufacturing plants entirely to war production summarily wiped out many millions of dollars and proposed advertising investments. While some of these were recovered later in the year as institutional or patriotic advertising, the early losses caused the disappearance of several advertising agencies. A number of newspaper advertising representative firms also found new safety in combination of dwindling resources.

Compilation of the personnel directory has been especially difficult because of frequent requests for changes in names after original replies to E. & P. questionnaires had been put through the mill. Corrections of this nature were made even on the final page proofs, whenever possible, in order to keep the personnel data as accurate as possible.

Changes in names of Washington correspondents accredited to the Press Galleries of the House and Senate were more numerous than in recent years, reflecting the shifts that are sending crack Washington men into uniform or confidential civil operations for government. The Press Galleries, indeed, may be affected to a lesser degree by that current of war than are the men and women assigned to departmental beats. Among the latter, the year's turnover is said to have been between 25% and 50%.

In the journalism school directory, war's effect appears in the greater proportion of women in current classes. There is no draft deferment in a journalism course and men now studying realize that they may not be permitted to complete their schedules. Hence the new opportunity for women students—who had not been enthusiastically encouraged by conservative schools in former years.

The directory of associations reveals a growing tendency to retain old officers while the war continues. This is especially true of groups dealing with major problems on a national or regional scale and it has worked well for those which have tried it.

* * *

As might be expected, the direct results of the war are more apparent in the Year Book sections devoted to other nations. Great Britain, one of the early "blitz" victims, indicated again her iron will to survive by listing in the newspaper directory almost all the titles that were present in 1939. Another testimonial to British pluck and serenity toward the future is the appearance of two full-page advertisements in the Year Book—the first such copy in four years. Britain evidently looks to a long future of "delivering the goods."

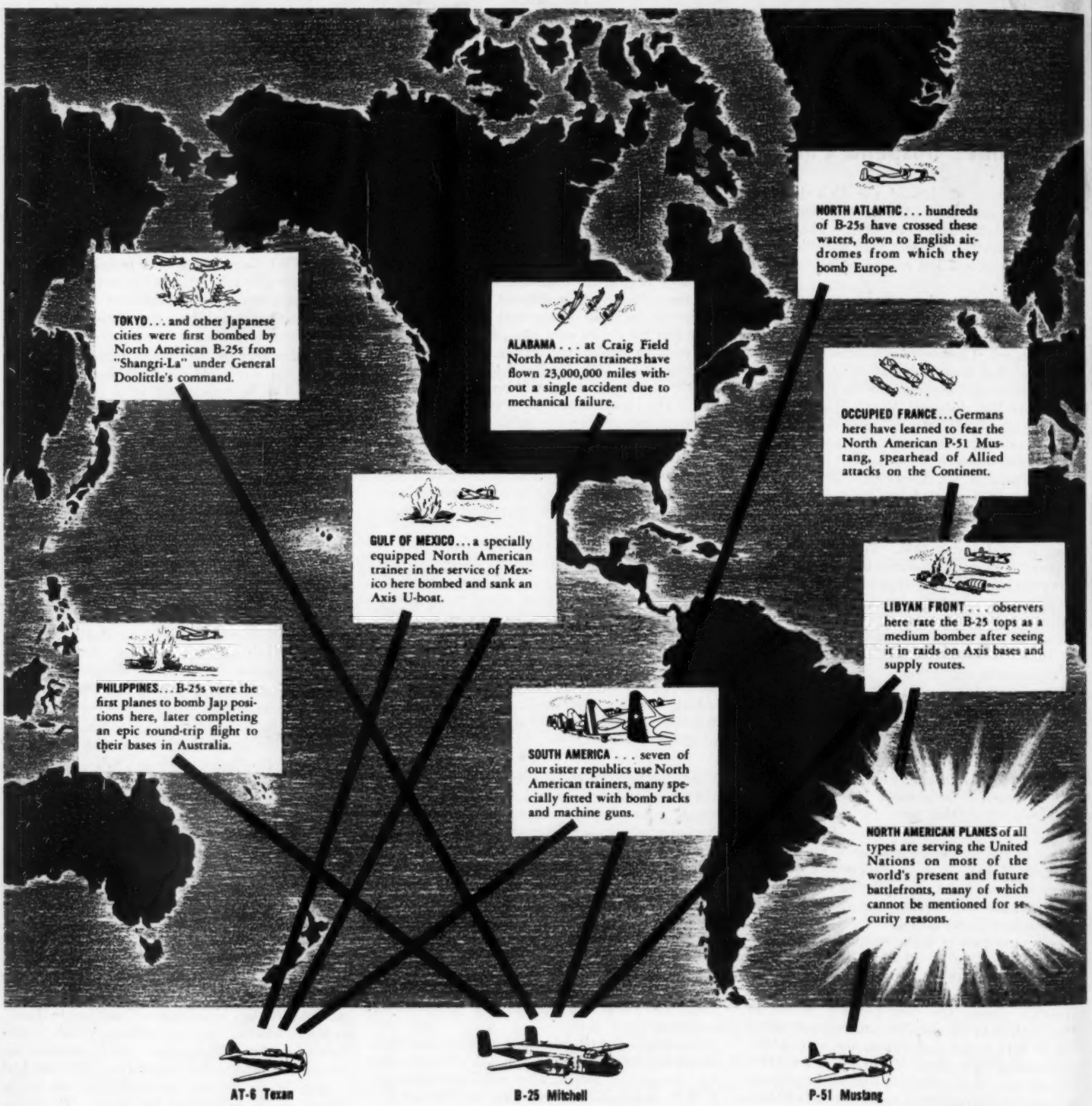
Recent data on the rest of the Old World is impossible to obtain. No information at all can be had from Axis-dominated countries, and little more on the journalism of the neutral nations.

On the other hand, this year's figures and other data on Central American and South American newspapers are completely new and have been corrected up to Jan. 23, 1943. Every effort has been made to attain accuracy, especially in circulation figures—and in some cases where it was impossible to reconcile claims and charges, all figures for the city were omitted. That is regretted, but justified on the ground that partial service is to be preferred to disservice through inaccuracy.

The compilers of the Year Book, too, have suffered from some of the disabilities of war listed above. People had to spread themselves over more duties than in other years; mails were slower and less reliable than in peace-times; the printers had a lot of similar troubles. Its publication on time is a tribute to the cooperation of all who had a part in the production—including our many friends in all quarters of the globe. To all we extend our heartfelt thanks.

In addition to the print paper and manpower shortages, the lack of gasoline and fuel oil on the East Coast is certain to be more sternly felt by newspapers than it has up to now. Radical changes in delivery methods have been in force for more than six months; they may be modified in the direction of further fuel restrictions. Stores and theatres in Eastern cities may be closed one or two days a week to save fuel, even though they do not burn oil. Transportation of all kinds, regardless of the rubber situation, will continue to be a major critical factor in all newspaper operations.

It's the same the whole world over...



NORTH AMERICAN AVIATION, INC., INGLEWOOD, CALIFORNIA • Plants in California, Kansas, and Texas

BONDS BUY BOMBERS! When you buy War Savings Bonds you're buying planes for victory. Buy Bonds each payday!

NORTH AMERICAN *Sets the Pace!*

CIRCULATIONS, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS

This directory of daily and Sunday newspapers of the United States and Canada gives, wherever available, the following information:

State and city of publication, with estimated 1942 population in the United States and Canada. In certain cases, a figure is given for "City Zone" or "Carrier Limits," representing the population of the area in which newspapers are distributed by city carriers.

Name of newspapers, whether published morning, evening, or Sunday, with its circulation for the six or 12 months ending Sept. 30, 1942. Circulation figures are taken from sworn statements to the Post Office, publishers' statements to the Audit Bureau of Circulations or audits issued by the Audit Bureau of Circulations.

Advertising rates per agate line, on general (national) and classified advertising. The rates listed are the minimum quoted by the publisher.

Political policy of each newspaper, telegraphic news services used, whether a rotogravure section is issued and on what days, whether merchandising cooperation is offered to advertisers, whether a job printing plant is operated, circulation prices and representation in the national advertising field.

Name of the Publishing Corporation and its Publishers, President, Editor, Managing Editor, City Editor, Sports Editor, Sunday Editor, General Manager, Business Manager, Circulation Manager, Advertising Manager, National Advertising Manager, Classified Advertising Manager, Promotion Manager, Advertising Promotion Manager, Circulation Promotion Manager, Display Advertising Promotion Manager, Mechanical Superintendent.

Key letters appearing in the fourth column have the following meanings:

(I) Politically Independent.
(R) Republican.
(D) Democratic.
(I-D) Independent Democratic.
(I-P) Independent Progressive.
(I-R) Independent Republican.
(J) Operates job printing plant.
(*S) Asterisk indicates a rotogravure section is published, the initial following the asterisk indicating the day of issue. *S—Sunday, M—Monday, Tu—Tuesday, W—Wednesday, Th—Thursday, F—Friday, Sat—Saturday.

Circulation prices are summarized as follows: Price per copy on street sales indicated by first figure, thus (2c), or 3c d, 10c S, the latter showing daily and Sunday single copy prices. Next follows the weekly, for carrier delivery, thus: 15c w.

Figures in parentheses are key numbers to the list of special advertising representatives in New York, Chicago, and other cities. Where more than one number is given the first is Eastern representative; the second is Western, the third Pacific Coast, etc.

Boldface circulation figures are A.B.C. net paid average for the six months ending Sept. 30, 1942. An "x" following boldface figures indicates publisher's statement to the A.B.C. for three months ending Sept. 30, 1942, unless otherwise indicated. All other circulation figures are publisher's statements filed with the Post Office for 12 months' average, ending Sept. 30, 1942.

(ROP-3) Indicates that the newspaper offers Run-of-Paper color advertising up to three colors besides black.

(†) Indicates that merchandising cooperation is given.

(mer) Indicates merchandising paper.

Abbreviations of press Service names are as follows:

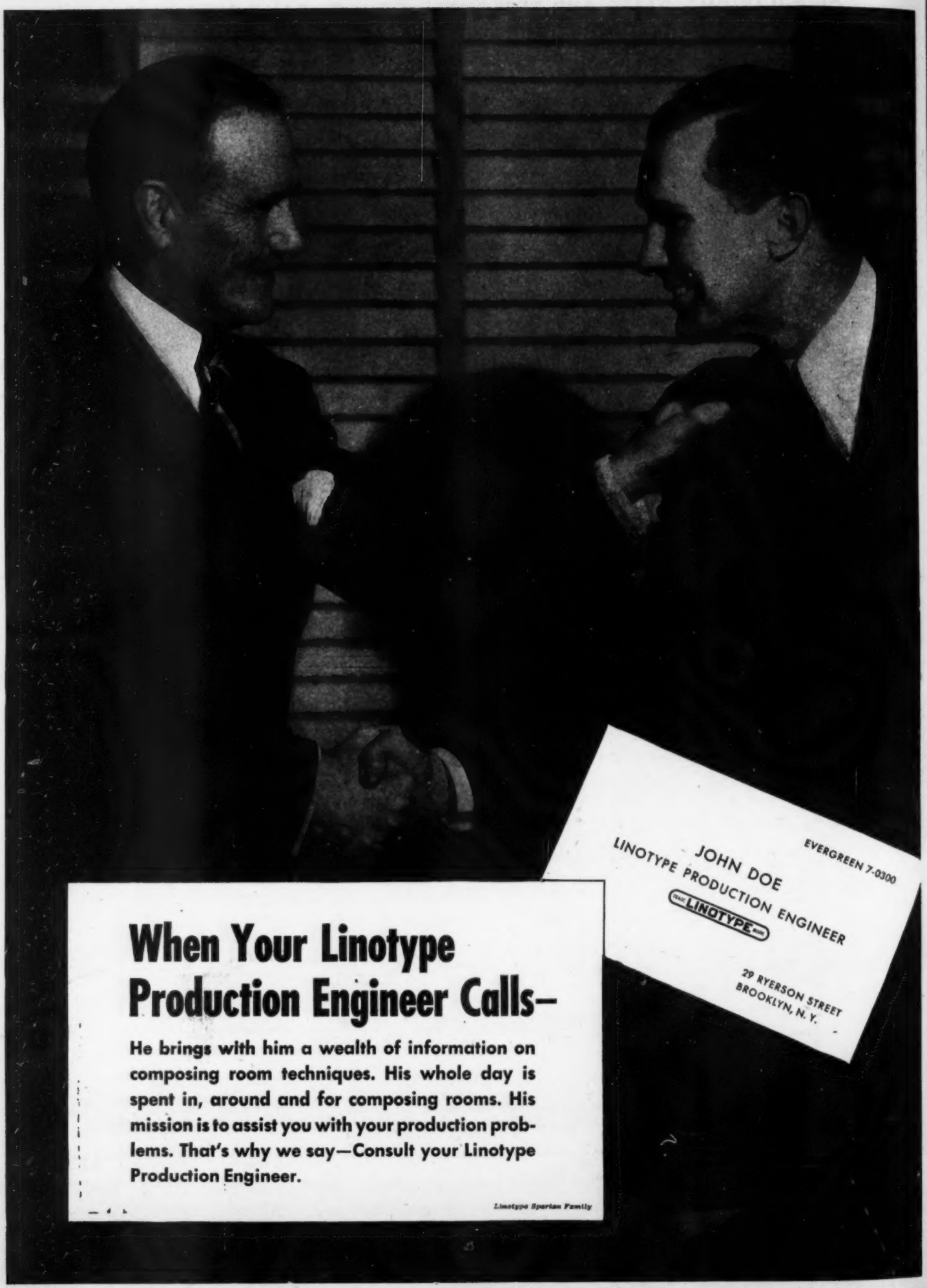
AP—Associated Press.
BUP—British United Press.
CanP—Canadian Press.
CDN—Chicago Daily News.
CPA—Central Press Association.
CP—Consolidated Press.
CS—Chicago Sun.
CT—Chicago Tribune Service.
CT-NYN—Chicago Tribune-N. Y. News.
DJ—Dow Jones.
INS—International News Service.
MG—Manchester Guardian.
McNS—McClatchey News Service.
NANA—North American Newspaper Alliance.
NYHT—New York Herald Tribune Service.
NYT—New York Times Service.
NYT-LT—New York Times-London Times News Service.
PL—Philadelphia Public Ledger Service.
RA—Reuters.
SC—Southam Cables News Service.
SHNA—Scripps-Howard Newspaper Alliance.
SN—Standard News.
TR—Transradio.
TS—Toronto Star News Service.
UP—United Press Associations.
UPM—United Press of Mexico.
WCN—Westchester County Newspapers.

CANADIAN KEY

(L)—Liberal party.
(C)—Conservative party.
(L-C)—Liberal Conservative party.
(C-L)—Conservative-Liberal party.
(SC)—Social Credit.
(C)—When preceding numeral indicates Canadian advertising representative.

ALABAMA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate: Nat.	Classified	Key See Footnote on This Page	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ANNISTON [illegible]	Star (e) 10,964 Sunday edition (S) 11,048	.06 .06	... ...	(D) (UP, AP) (†) (5¢) (34)	Consolidated Pub. Co.. Harry M. Ayers, Pres.-Pub.	Harry W. Ayers W. C. Maxwell (me)	DeWitt Carmichael (sp)	H. M. Wayers R. W. Callahan (bm) A. Phillips (cm)	R. W. Callahan H. W. Ayers (n) Jerome Flunt (cl)	L. W. Devine (ms)
BIRMINGHAM 267,583 467,851 (ABC City)	Age-Herald (m) 49,965 News (e) 131,083 Combined daily (me) 181,048 News-Age-Herald (S) 157,728	... ... .35 .35	... ... .35 .35	(I-D) (AP) (ROP-3) (†) (mer) (5¢, 10¢, S) (60)	Birmingham News Co.. J. E. Chappell, Pres. V. H. Hanson, Pub.	James E. Chappell Charles A. Fell (me)	John McCune (m) Vincent Townsend (e) Bob Phillips (sp-m) Zipp Newman (sp-e) Chas. A. Fell (Su)	James E. Chappell J. C. Clark (bm) Don R. Davis (cm)	Harry B. Bradley R. E. Faherty (cl)	Harry Holle (pm) W. A. Carns (ms)
	Post (e) 68,336	.18	.18	(UP) (ROP-3) (†) (5¢, 20¢w) (95)	Birmingham Post Co.. J. W. Frierson, Pres.-Pub.	James E. Mills	E. T. Brinkley Naylor Stone (sp)	John W. Frierson (bm) G. E. Peer (cm)	Wm. E. Brown Arnold L. Royer (n) Wilmot Calloway (cl)	....
DECATUR 24,680	Daily (e) 7,657 Sunday edition (S) 7,675	.045 .045	.10 .10	(D) (AP) (ROP-1) (†) (5¢, 10¢S, 20¢w) (72)	Tenn. Valley Ptg. Co.. B. C. Shelton, Pres.-Pub.	Ben Bloodworth	....	B. C. Shelton H. M. Layman (cm)	W. S. Finch M. Hampton (cl)	H. M. Safley (ms)
DOTHAN 24,089	Eagle (e ex Sat.) 10,155 Sunday edition (S) 10,439	.06 .06	...	(D) (AP) (ROP-1) (5¢, 20¢w) (60)	Eagle Pub. Co. H. Hall, Pub.	Horace Hall Nat C. Faulk	....	Harry P. Hall (bm) J. T. Lane, Jr. (cm)	Harry Cannon	P. Porter (ms)
FLORENCE 20,000	Times (e) 5,846	.045	.12	(D) (AP) (†) (J) (5¢, 18¢w) (111)	J. L. Meeks, Jr.	Louis A. Eckl	W. J. Meeks (sp)	J. L. Meeks, Jr. L. H. Baker (bm) W. C. Brown (cm)	O. D. Lewis L. H. Baker (n) Mrs. E. Lawson (cl)	J. L. Meeks, Jr. B. W. Phelps (ms)
GADSDEN 47,000	Times (e ex Sat.) 11,755 Sunday edition (S) 11,755	.053 .053	... ...	(I-D) (AP) (†) (5¢, 20¢w) (none)	Times Pub. Co. B. H. Mooney, Pres.-Pub.	John R. Hornaday Hal Davenport	Bernard Street (sp)	Joe Thornton (bm-cm)	Merritt T. Creager Louie Thornton (cl)	Merritt T. Creager C. M. Hill (ms)
HUNTSVILLE 46,000 (City Zone)	Times (e ex Sat.) 11,158 Sunday edition (S) 11,486	.07 .07	.07 .07	(I-D) (AP) (ROP-1) (†) (5¢, 12¢w) (60)	Huntsville Times Co., Inc. Henry P. Johnston, Pres.-Pub.	Reese T. Amis	Reese T. Amis (ce-Su) M. A. Smith (sp)	Jack Langhorne Ed. Berryhill (cm)	Jack Langhorne R. H. Kelly (n) W. P. Nicholson (cl)	Roy Cooper (ms)
MOBILE 200,000	Register (m) 28,349 Press (e) 43,368 Combined daily (me) 71,717 Press Register (S) 63,279	... ... .17 .17	... ... .17 .17	(D) (AP, UP, INS) (ROP-1) (†) (5¢, 10¢S) (18)	Mobile Daily Newspapers, Inc. R. B. Chandler, Pres.-Pub.	Geo. M. Cox Malcolm Yates (me-m) Don Greenwood (me-e)	Malcolm Yates (ce-m) Don Greenwood (ce-e) Pat Moulton (sp-e) Vincent Johnson (sp-m) George M. Cox (Su)	W. J. Hearin, Jr. (bm) B. K. Neal (cm)	Louis P. Dumas John T. Airy (n) W. Lee Cox (cl)	W. J. Hearin, Jr. L. P. Dumas (apm) T. C. McLemore (ms)
MONTGOMERY 100,000	Advertiser (m) 50,222 Sunday edition (S) 57,190 Alabama Journal (e) 19,102 Combined edition (me) 69,324	... .18 ... .18	... .20 ... .20	(D) (AP, UP, INS) (ROP-2) (†) (5¢, 10¢S, 25¢w-m or e & S, 45¢w-m e S) (60)	Advertiser Co. R. F. Hudson, Pres.-Pub.	C. M. Stanley W. J. Mahoney, Jr. (me)	Hartwell Hatton (ce-m) E. A. Shelnutt (ce-e) Max Moseley (sp-m) Sam Adams (sp-e)	R. F. Hudson Arthur D. Potter (cm)	P. W. Walsh C. A. Seferritch (cl)	M. E. Ford (ms)
OPELIKA 8,487	News (m) 2,495	.021	...	(D) (AP) (5¢) (none)	....	....	....	W. C. Wear	W. C. Wear	....
SELMA 30,000	Times-Journal (e ex Sat.) 6,783 Sunday edition (S) 6,783	.04 .04	... ...	(D) (AP) (†) (5¢, 25¢w) (none)	Times-Journal Pub. Co. Mrs. F. T. Raiford, Pres.-Pub.	Ed. B. Field	O. S. Wynn Edward B. Field (sp)	Mrs. F. T. Raiford Mrs. Dora Bass (cm)	Robert Street Mrs. F. T. Raiford (n) Elva Stewart (cl)	J. B. Wells (ms)
SHEFFIELD & TUSCUMBIA 18,000	Tri-Cities Daily (e) 4,605	.045	.12	(D) (AP) (†) (J) (5¢, 18¢w) (111)	J. L. Meeks, Jr., Pub.	Louis A. Eckl	W. J. Meeks (sp)	L. H. Baker (bm) W. C. Brown (cm)	O. D. Lewis L. H. Baker (n)	J. L. Meeks, Jr. (pm) B. W. Phelps (ms)
TALLADEGA 9,298	Home (e) 1,875	...	.021	(D) (INS) (UP) (†) (J) (5¢) (none)	L. C. Williams	....	....	Tom Abernethy	....	L. C. Williams (ms)
TROY 7,055	Messenger (e) 1,892	.02	...	(D) (AP) (†) (5¢) (34)	The Troy Messenger, Inc. M. N. Dodson, Pres.	M. N. Dodson	Raiford Key (sp)	M. N. Dodson Mrs. Lucyle Kingsley (cm)	Roy S. Ammons	....
TUSCALOOSA 27,493	News (e ex Sat.) 8,251 Sunday edition (S) 8,251	.045 .045	... ...	(I-D) (AP) (†) (5¢) (none)	Tuscaloosa Newspaper Pub. Co. W. S. Mudd, Pres. Bruce Shelton, Pub.	Bruce Shelton Ben A. Green	Ben A. Green	Bruce Shelton R. D. Pearce (cm)	Glenn Jones Lilla Collins (cl)	Ray Davis (ms)



When Your Linotype Production Engineer Calls—

He brings with him a wealth of information on composing room techniques. His whole day is spent in, around and for composing rooms. His mission is to assist you with your production problems. That's why we say—Consult your Linotype Production Engineer.

Linotype Spartan Family

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

ARIZONA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BISBEE 6,000	Review (m ex M.) 3,611	.045	.08	(D) (AP) (†) (J) (5¢) (30-12)	Cochise Pub. Co. Cleveland E. Dodge, Pres. Folsom Moore, Pub.	Folsom Moore (mgr-dir)	Chas. Modesette (co-sp)	Chas. F. Yates W. J. Jones (cm)	S. P. Schaffer	F. Perko (ma)
	Sunday edition (S) 3,643	.045	.08							
DOUGLAS 5,522	Dispatch (m ex M.) 2,778	.04	.12	(R) (AP) (†) (J) (5¢) (108)	Dispatch Pub. Co. James Logie, Pres.-Pub.	W. F. Zipf James Logie		James Logie L. R. Hancock (bm)	L. R. Hancock	
	Sunday edition (S) 2,773	.04	.12							
NOGALES 1,384	Herald (e) 3,061	.036	...	(I) (AP) (J) (108)	H. R. Siak			H. R. Siak H. C. Wayte (bm) Mrs. D. Roesner (cm)	H. C. Wayte Mrs. D. Roesner (cl)	E. F. Stoller (ma)
PHOENIX 29,000 (Met. Area)	Arizona Republic (m) 41,863	...	...	(I-P) (AP, UP, INS) (†) (J) (5¢, 10¢S) (110)	Arizona Pub. Co. Chas. A. Stauffer (Ch-Bd) W. W. Knorpp, Pres. Chas. A. Stauffer (Pub-m) W. W. Knorpp (Pub-e)	C. G. Nuckolls (e) J. W. Spear (m) B. P. Lynch (man ed)	Harvey Mott (co-m) R. W. Barry (co-e) Lee Hegele (sp-m) Larry Grill (sp-e) Harvey Mott (Su)	W. W. Knorpp Sidney Myers (bm) Oliver King (cm)	Fred Myers Bob Hall (n) Lee Hover (cl)	Roy Bradt C. O. Hanlen (ma)
	Gazette (e) 25,048	...	...							
	Combined daily (me) 66,909	.19	...							
	Arizona Republic (S) 49,449	...	...							
	Evening & Sunday (eS) 74,495	.21	...							
PRESCOTT 6,018	Courier-Journal (m ex M.) 326	...	...	(I) (AP) (†) (J) (mer) (5¢, $1mo) (97-12)	Prescott Courier, Inc. W. P. Stuart, Pres.-Pub.	H. C. Caron	Etta J. Oliver (co-sp)	A. J. Doud Alice McClure (bm) Eileen Seaman (cm)	Helen Frankland Eileen Seaman (cl)	
	Courier (e) 4,174	...	...							
	Combined daily (me) 4,500	.045	.12							
	Courier-Journal (S) 4,500	...	...							
TUCSON 36,000	Citizen (e) 11,949	...	...	(I) (AP, UP) (ROP-1) (5¢, 20¢w) (97-26)	Citizen Pub. Co. Wm. A. Small, Pres. Wm. H. Johnson, Pub.	A. K. Parker W. Holshauser	Henry Squire (sp)	W. A. Small		
	Arizona Star (m) 12,846	...	...							
	Combined edition (me) 24,395	.12	.16	(I) (AP) (ROP-1) (†) (5¢, 25¢w) (97-26)	State Consolidated Pub. Co. W. R. Mathews, Pres.-Pub.	W. R. Mathews L. S. Walbridge	Vic Thornton (sp)	W. R. Mathews Geo. W. Chambers (bm) Ed Gay (cm)	Frank E. Drachman	S. George (ma)
	Arizona Star (S) 14,712	...	...							
	Evening & Sunday (eS)	.12	.16							
YUMA 4,000	Sun & Sentinel (e) 4,508	.045	.12	(D) (UP) (†) (J) (5¢) (108)	Sun Ptg. Co. R. E. Osborn, Pres.-Pub.	Karl E. Allen		R. E. Osborn S. Hague (bm)	Bill Wallace	C. C. Gay (ma)

ARKANSAS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ARKADELPHIA 4,075	Siftings Herald (e)	.025	...	(I) (UP) (J) (5¢) (7)	Philip McCorkle, Pres.-Pub.	W. H. Halliburton Phil McCorkle, Jr.		Phil McCorkle, Jr.	Phil McCorkle, Jr.	L. M. Walker (ma)
BATESVILLE 5,367	Guard (e) 2,080	.025	...	(D) (UP) (†) (J) (2¢, 10¢w) (111)	Guard Record Co., Inc. O. E. Jones, Pres.	O. E. Jones R. C. Wann		O. E. Jones R. C. Wann (bm)	R. C. Wann	R. C. Wann Frank Shirrell (ma)
BLYTHEVILLE 11,000	Courier-News (e) 5,786	.04	.12	(I-D) (UP) (†) (5¢, 15¢w) (111)	Courier-News Co., Inc. Frank W. Leahy, Pres. Harry W. Haines, Pub.	Samuel F. Norris	Samuel F. Norris	Harry W. Haines Geraldyne Davis (cm)	James Gatens	James Gatens (apm) B. N. Lamb (ma)
CAMDEN 6,075	News (e) 3,910	.035	...	(D) (AP, UP) (†) (J) (5¢) (5)	News Pub. Co. C. E. Palmer, Pres.	Alfred W. Rose		A. Roy Allen Miss Floy Pope (cm)	A. Roy Allen Ida L. Bauerlein (cl)	K. Meador (ma)
CONWAY 3,783	Log Cabin Democrat (e) 1,795	.025	...	(D) (AP) (J) (5¢) (5)	Conway Ptg. Co. Frank E. Robins, Pub.	Frank E. Robins	Joe B. McGee (sp)	Frank Robins, Jr. (bm)	Dick Whitehead	E. G. Riedmatten (ma)
EL DORADO 11,000	News (m) 6,941	...	...	(I-D) (AP, UP) (†) (5¢, 15¢w-e; 20¢w-m) (7)	News-Times Pub. Co. C. E. Palmer, Pres.-Pub.	Robt T. Hays (me)		C. E. Palmer John H. Vogel (bm-cm)	C. H. Siddens John H. Vogel (n) Miss R. Graham (cl)	W. J. Swatsell (ma)
	Times (e) 3,361	...	...							
	Combined daily (me) 10,302	.07	.12							
	News (S) 7,488	.07	.12							
	Evening & Sunday (eS)	...	...							
HERKA SPRINGS 1,770	Times-Echo (e)	.025	...	(D) (J) (5¢) (5)		S. A. Diehl		W. E. Diehl		E. T. Smith (pm)
FAYETTEVILLE 4,213	N. W. Arkansas Times (e) 4,791	.04	.09	(I) (AP) (†) (3¢, 15¢w) (7)	Democrat Ptg. Co. Roberta Fulbright, Pres.-Pub.	James Bohart	James Bohart Bob Wimberly (sp)	S. E. Gearhart (gm-bm) Floyd Elliott (cm)	S. E. Gearhart Roy Ross (cl)	Roy Ross E. Murphy (ma)
FORREST CITY 3,000	Times-Herald (e)	.021	...	(D) (UP) (†) (J) (5)	Times-Herald Pub. Co., Inc. John T. Durst, Pres.-Pub.	John T. Durst Walter V. Durst	Mary F. Johnston Raoul Carlisle (sp)	John T. Durst Walter V. Durst (bm)	John T. Durst	R. H. Caldwell (ma)
FORT SMITH 36,000	Southwest American (m) 18,698	...	...	(I) (AP) (ROP-1) (†) (5¢, 20¢w) (90)	Ft. Smith Naper. Pub. Co. Donald W. Reynolds, Pres.-Pub.	C. F. Byrns Ralph Lee (me-cm-Su) W. D. Barksdale (me-e)	Ralph A. Lee (co-m-Su) W. D. Barksdale (co-e) Carl K. Bell (sp-m-Su) Carl D. Boye (sp-e)	A. R. Dillard (bm) H. K. Zechach	H. K. Seymour	
	Times-Record (e) 13,791	...	...							
	Combined daily (me) 29,867	.12	.15							
	Southwest Times-Record (S) 29,785	.12	.15							
HARRISON 4,200	Times (e ex Sat.) 1,750	.025	.05	(†) (J) (5¢, 12¢w) (111)	Times Pub. Co. John R. Newman, Pres.	John R. Newman Fred C. Newman	Will Rice (sp)	Fred C. Newman (bm)		
HELENA-WEST HELENA 10,500	World & E. Ark. Record (e ex Sat.) 6,512	.04	.05	(I-D) (AP, UP) (†) (5¢, 15¢w) (7)	Helena World Pub. Co. C. M. Young, Pres.-Pub.	Clarence Taylor		C. M. Young		C. H. Lindsey (ma)
	Sunday edition (S) 6,512	.05	.10							
HOPE 10,000	Journal (m ex M.) 1,937	.03	..	(I) (UP) (†) (3¢) (111)	Kelly Bryant and Leonard Ellis, Pubs.	Leonard Ellis		Jas. Smith (cm)	Kelly Bryant Erville Douglas (cl)	
	Star (e) 3,920	.035	.12	(I) (AP) (†) (J) (5¢, 15¢w) (7)	Star Pub. Co., Inc. C. E. Palmer & A. H. Washburn, Owners C. E. Palmer, Pres. A. H. Washburn, Pub.	A. H. Washburn Paul Jones	Daisy D. Heard	Alex H. Washburn Paul Jones (cm)	Wanda Ruggles (cl)	A. H. Washburn R. W. Schwieter (ma)
HOT SPRINGS 21,000	Sentinel-Record (m) 5,690	...	...	(I-D) (AP, UP) (†) (5¢, 20¢w-m, 15¢w-e) (7)	Southern Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Robert S. Dean	Roy Bosson (co-sp) R. S. Dean (Su)	C. E. Palmer (gm-bm) Earl Miller (cm)	John Q. Holder Dale Williams (n) Leon Wilson (cl)	C. E. Johnson (ma-m) Geo. J. Harvey (ma-e)
	New Era (e) 5,384	...	...							
	Combined daily (me) 11,074	.07	.15							
	Sentinel-Record (S) 7,086	...	...							
	Evening & Sunday (eS)	.07	.15							
JONESBORO 14,000	Sun (e) 6,255	.04	...	(D) (AP) (†) (5¢) (5)	W. O. Troutt & Sons	Fred D. Troutt	John W. Troutt	W. O. Troutt (bm) Hazel Bowlin (cm)	Fred D. Troutt	F. D. Troutt Wm. Bauer (ma)
	Tribune (e) 5,991	.04	.06	(D) (UP) (†) (5¢) (111)	Tribune, Inc. Donald Murray, Pres. Aline Murray, Pub.	Donald Murray	W. C. Adams (co-sp)	Aline Murray (gm-bm) Fred Wyatt (cm)	Aline Murray	Aline Murray C. L. White (ma)
LITTLE ROCK 44,000	Arkansas Democrat (e) 55,409	.12	.14	(D) (AP, UP) (ROP-1) (†) (mer) (3¢city5¢; 15¢w-e; 25¢w-eS) (17)	Arkansas Democrat Co. K. A. Engel, Pres.-Pub.	E. J. Lake (me)	J. L. Verhoeff Travis Oliver (sp)	K. A. Engel R. T. Bragg (bm) C. A. Lane (cm)	E. J. Herndon J. W. Smith (n) R. E. Lake (cl)	G. A. Griffin (ma)
	Sunday edition (S) 61,463	.13	.14							
	Arkansas Gazette (m) 69,491	.14	.17	(I-D) (AP) (ROP-1) (†) (5¢, 7¢S; 23¢w) (18)	Gazette Pub. Co. J. N. Heiskell, Pres.	J. N. Heiskell Clyde Dew	J. J. Ward Ben Epstein (sp)	F. W. Allsopp (bm) M. D. Nicholson (cm)	W. C. Allsopp (adv-dir) Brom Ridley Cyril E. Deese (n) Maurice Trout (cl)	A. N. Guthrie (ma)
	Sunday edition (S) 99,545	.16	.17							

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
MAGNOLIA 4,326	Banner-News (e) 2,151	.025	...	(D) (AP, UP) (†) (J) (5¢) (5)	Banner News Pub. Co. Ray Kimball, Pub.	Ray Kimball J. R. McKinley			Dick Johnson Ray Kimball (n)	C. E. Meek (ma)
MALVERN 5,290	Record (e)	.021	...	(D) (AP) (J) (5¢) (none)	J. H. Beerstecher	J. H. Beerstecher Frances Beerstecher		J. H. Beerstecher	J. H. Beerstecher	
MENA 3,510	Star (e) 937	.02	...	(D) (UP) (†) (J) (5¢) (none)	Mena Star Co., Inc. E. W. St. John, Pres.	Ernest W. St. John	E. W. St.John A. Grove (sp)	E. W. St. John D. D. Clement (bm-cm)	D. D. Clement	D. D. Clement O. O. Ogden (ma)
NEWPORT 4,321	Independent (e)	.02	...	(D) (UP) (†) (J) (5)	Mrs. A. C. Wilkerson, Pub.	Roy Evans	Roy Evans	Roy Evans Mrs. Luella Weaver (cm)	Mrs. Luella Weaver Roy Evans (n)	J. D. Henderson (ma)
PARAGOULD 7,079	Press (e) 1,460	.025	...	(I-D) (AP) (5¢) (none)	R. C. Wright	Rupert C. Wright		R. C. Wright Mrs. R. C. Wright	Mrs. R. C. Wright	
PINE BLUFF 21,290	Commercial (e) 11,487 Sunday edition (S) 11,221	.06 .06	... ...	(D) (AP, UP) (ROP-4) (5¢) (5)	E. W. Freeman, Pub.	W. B. Sorrells	Henry S. Reynolds Andy Rogers (sp)	E. W. Freeman, Jr. (bm) W. F. Hawley (cm)	G. N. Freeman E. M. Meeks (cl)	G. N. Freeman C. A. Rogers (apm) G. R. Hill (ma)
ROGERS 3,550	News (e) 2,604	.03	...	(I-D) (†) (5¢) (5)	Everett W. Pate, Pub.	Everett W. Pate Joe G. Hudgens		Everett W. Pate I. Whitlock (cm)	Marion Shumard E. W. Pate (n) Ines Whitlock (cl)	Everett W. Pate L. Beckham (ma)
RUSSELLVILLE 5,927	Courier-Democrat (e)	.025	...	(I) (AP) (†) (5¢) (5)	J. A. Livingston	J. A. Livingston	E. L. McDonald	J. A. Livingston E. K. Wharton (cm)	C. L. Lovesy	Haynes Bringle (ma)
SEARCY 3,670	Citizen (e) 910	.02	.10	(D) (AP) (†) (J) (5¢, 10¢w) (7)		M. P. Jones, Jr.		M. P. Jones, Jr. (bm)	Glenn Jones (n)	W. E. Boyce (ma)
SILOAM SPRINGS 2,764	Herald-Democrat (e)	.025	...	(D) (J) (5¢) (5)	Perrine Pub. Co. A. W. Perrine, Pres. A. W. Perrine, Jr., Pub.	A. W. Perrine	Ernestine Crow H. B. Perrine (sp)	A. W. Perrine H. B. Perrine (cm)	A. W. Perrine	H. B. Perrine A. W. Perrine, Jr. (ma)
STUTTGART 5,628	Leader & Arkansawyer (e)	.025	...	(D) (AP) (†) (J) (5¢) (5)	Grand Prairie Leader W. L. Kennedy, Pres. F. L. Anderson and W. L. Kennedy, Pubs.	W. L. Kennedy	W. L. Kennedy	F. L. Anderson (bm)	F. L. Anderson	F. L. Anderson (ma)
TEXARKANA 47,000 See also Texarkana, Tex.	Gazette (m) 12,715 News (e) 7,810 Combined daily (me) 20,225 Sunday edition (S) 16,143	... ... .10 .10	... ... .15 .15	(I) (AP, UP) (ROP-2) (†) (5¢, 20¢w-e, 25¢w-m) (102)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Henry Humphrey J. Q. Mahaffey	Alfred Weeks (ce-m) Paul Lowry (ce-e)	Henry Humphrey W. E. Hussman (bm) Earl Miller (cm)	J. D. Baynham Lois Rochelle (n) Leon Wilson (cl)	

CALIFORNIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALAMEDA 44,000	Times-Star (e) 5,413	.055	.055	(I) (UP) (ROP-3) (†) (mer) (J) (5¢) (108)	Times-Star Pub. Co. A. Kofman, Pres.-Pub.	E. Johannes A. Kofman	Alice Clark Jack Clark (sp)	A. Kofman Jim Bratten (bm) Ray Williams (cm)	Paul Grennan Jim Bratten (n) Helen Ruebel (cl)	
ALHAMBRA 42,000	Post-Advocate (e) 6,903	.055	.0107	(I) (AP) (ROP-2) (†) (mer) (3¢) (108)	So. Calif. Assoc. Newspapers C. F. Waite, Pres. P. E. Ritcha, Pub.	Clayton Ward	G. W. Fletcher R. Cochran, Jr. (sp) Maxine Erbes (soc. ed.)	P. E. Ritcha W. F. Cook (bm) J. C. Buttemer (cm)	Barton Heiligers Joseph Weiss (cl)	S. J. Wills (ma)
ANAHEIM 14,000	Bulletin (e) 2,812	.04	.04	(R) (UP) (ROP-1) (†) (3¢) (108)	Anaheim Bulletin Pub. Co., Inc. Lotus H. Loudon, Pres.-Pub.	James Heffern	Robt. Wallace Jas. Heffern (sp)	Lotus H. Loudon Richard Fischle (bm) R. Sisson (cm)	Mildred Taggart Lotus H. Loudon (n)	W. Dierberger (ma)
ANTIOCH 5,106	Ledger (e ex Sat.) 1,788	.03	...	(I) (UP) (5¢) (26)	Albert W. Flaherty, Pub.					
BAKERSFIELD 26,000	Californian (e) 18,555	.09	.30	(D) (UP, AP) (†) (J) (5¢, 30¢w) (106)	Alfred Harrell, Pub.	Alfred Harrell David Anderson	Ralph Kreiser James Day (sp)	Walter Kane (gm-bm) J. L. Meservey (cm)	Walter Kane	Walter Kane Elmer Forgy (ma)
BERKELEY 85,547	Gazette (e) 10,880	.07	...	(R) (UP) (ROP-3) (†) (J) (5¢) (108)	Gazette Pub. Co. Geo. B. Dunscomb, Pres.-Pub.	Geo. Dunscomb J. R. Ward (me)	Hal Johnson S. Glick (sp)	Ralph Frankis (cm)	Ralph Frankis Katherine Robertson (cl)	Howard Sipe L. Stansfield (ma)
BRAWLEY 11,000	News (me) 2,800	.04	.12	(I) (UP) (†) (J) (5¢, 15¢w) (26)		L. H. Beason		Allen T. Witter Violet Shank (cm)	J. A. Morgan	W. L. Lovelady (ma)
BURBANK 50,000	Review (e) 3,112	.04	.15	(I) (UP) (ROP-2) (†) (J) (3¢) (109)	Review Ptg. Co. Harvey R. Ling, Pres.-Pub.	Lyan Monroe	Grace E. Locke	Harvey R. Ling (gm-bm) Robt. F. Hysom (cm)	Chas. H. Ling	J. W. Edwards (ma)
BURLINGAME 20,000	Advance (e) 3,807	.05	.15	(I) (UP, INS) (†) (J) (5¢) (108)	Peninsula Newspapers, Inc. George F. Morell, Pres. Geo. A. McQueen, Pub.	Joseph DuPlain	Fred Brown Y. Bright (sp)	G. A. McQueen Harry Lang (cm)	Robt. J. Keely Miss V. Kelly (cl)	H. G. Wolaver (ma)
CHICO 12,000	Enterprise (e) 3,751	.035	...	(I) (AP) (†) (5¢) (108)	Enterprise Pub. Co. F. J. O'Brien, Pres.-Pub.	F. J. O'Brien G. A. Cowan	G. A. Cowan	C. J. Dahl (gm-bm) P. L. Gerling (cm)	C. J. Dahl B. M. Hart (cl)	L. E. Broyles (ma)
	Record (m ex M.) 3,022 Record (S) 3,022	.035 .035	... ...	(I) (UP) (ROP-1) (5¢) (26)	Record Pub. Co. Ralph Gordon, Pres.-Pub.	Ralph S. Gordon	Wm. Carah	Robt. Barron (bm)	Edw. Brannen	Emil Bardill (ma)
COALINGA 5,026	Record (e ex Sat.) 1,181	.025	...	(R) (UP) (J) (5¢) (109)	McCollum & Mason	F. J. McCollum		H. M. Mason		
COLUSA 2,165	Sun-Herald (e) 1,725	.03	.10	(I) (UP) (J) (5¢) (108)	Mrs. Martha Holloway, Pub.	Wilmer G. Brill	Carroll Doty (sp)	Wilmer G. Brill Maxine H. Brill (bm) Ruth Strickler (cm)	Ruth Strickler	J. H. Athearn (ma)
CORNING 1,472	Observer (e)	.021	...	(I-R) (UP) (†) (J) (5¢) (none)		Buena M. Harper	F. W. Mosher, Jr.		Buena Newlin	A. C. Keiser (ma)
CORONA 11,200	Independent (e ex Sat.) 1,732	.03	.09	(I-R) (UP) (†) (J) (5¢, 15¢w) (26)	H. E. & M. F. Sherlock, Pubs.	M. F. Sherlock		H. E. Sherlock (gm)	H. E. Sherlock	Geo. Monroe (ma)
CULVER CITY 10,500	Star-News (e) 2,263	.04	.11	(R) (AP) (†) (3¢) (108)	Sou. California Assoc. Newspapers C. F. Waite, Pres. Wm. Shea, Pub.	Wm. Shea	Helen Black	Wm. Shea Kirk Boott (bm) E. Squillante (cm)	Robert L. Curry Arthur Carlson (cl)	Earl Leavitt (ma)
EL CENTRO 10,067	Imperial Valley Press (e ex Sat.) 3,490 Morning Post (m ex M.) 2,733 Combined daily (me) 6,223 Post-Press (S) 6,223	... ... .055 .055	... ... .05 .05	(I) (UP) (†) (J) (5¢) (108)	Imperial Valley Pub. Co. Paul A. Jenkins, Pres.-Pub.	Paul A. Jenkins Edwin A. Fitzhugh	Ray Barnes (ce-sp)	Paul A. Jenkins E. Allen (bm) Arthur Davis (cm)	A. C. Johnston A. C. Smith (n) Gene Wade (cl)	V. Hutton (ma)
ESCONDIDO 5,500	Times-Advocate (e) 1,300	.025	.05	(I) (UP) (†) (mer) (J) (5¢), (none)	Percy Evans, Pub.	Percy Evans	Alan B. McGrew Dan McGrew (sp)	Percy Evans (gm-bm) Elsa M. Hoxsie (cm)	Dan McGrew Percy Evans (n) Elsa M. Hoxsie (cl)	Dan McGrew Wm. Bockus (ma)
EUREKA 18,760	Humboldt Standard (e) 6,554 Humboldt Times (m ex M.) 5,561 Combined daily (me) 12,235 Humboldt Times (S) 6,899	... ... .11 .11	... ... .22 .22	(I) (R) (AP, UP, INS) (ROP-1) (†) (J) (5¢) (108)	Eureka Papers, Inc. J. H. Crothers, Pres. Don O'Kane, Pub.	Don O'Kane Carl Peterson (me-m) N. S. DeMotte (me-e)	L. W. Beale (ce-e) H. Westlund (sp-m) L. W. Beal (sp-e)	Don O'Kane (gm-bm) Norman Keaton (cm)	C. B. Otis Bert Wood (n) Eileen Giveon (cl)	C. B. Otis Clay Carley (ma)

We're surprised, too—at what's happened here! But certainly these facts warrant a new look at this war-changed, war-broadened Los Angeles market:

Today, Los Angeles County is the center of America's tremendous aircraft production—building nearly one-half of all our fighting planes. Fourteen shipyards are at peak production. Petroleum activity is at an all-time high. And 96 *new* industrial plants opened here during the past year.

Result: Los Angeles County *industrial payrolls alone* hit $75,000,000 a month last year. They're on the increase this year.

Much of this industrial activity is new—a *plus* to the already fertile Los Angeles sales market. And, most important to advertisers, the long-range planning of Southern California industry is good assurance that most of this plus will carry over—*will continue*—in the post-war future.

FACTS FOR YOUR FILES

What do local advertisers do? For over 60 years, more classified advertising has gone to The Times than to any other Los Angeles newspaper. Last year The Times surpassed all in food lineage . . . rang up an 11% leadership in total display advertising.

The Times, with the West's largest home-delivered circulation, leads the field in *all major Media Records advertising classifications*—Retail, General, Financial and Classified.

Los Angeles Times

REPRESENTED BY WILLIAMS, LAWRENCE & CRESMER
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
			Nat. Classified							
FRESNO 60,685	Bee (e) 47,701 Sunday edition (S) 47,456	.14 .14	... ...	(I) (AP, UP, INS, MeCNS) (ROP-3) (†) (5¢, 10¢S) (84)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones H. R. McLaughlin	Geo. Popovich Ed Orman (sp)	R. W. Millard (bm) Olin Rehn (em)	Robt. Huffman L. Stephens (n) Ray Horan (el)	
FULLERTON 13,000	News-Tribune (e) 3,107	.04	.10	(I) (UP) (†) (3¢) (108)	Fullerton Pub. Co. Edgar F. Elfstrom, Pres.-Pub.	E. F. Elfstrom Harry Wilber	Harry Wilber Paul Wright (sp)	E. F. Elfstrom (bm) Harry Wilwater (em)	W. Long M. B. Elliott (n)	Wm. Hilser (ma)
GILROY 3,615	Dispatch (e ex Sat.) 1,671	.03	...	(I) (UP) (J) (5¢) (108)	Gilroy Pub. Co. Wm. G. Werner, Pub.	Edward Brady			Don Brown	C. Carlyle (ma)
GLENDALE 89,000	News-Press (e) 14,105	.09	.25	(I-R) (AP) (ROP-4) (†) (5¢) (108)	Sou. California Assoc. Newspapers C. F. Waite, Pres. H. C. Burkheimer, Pub.	Alden C. Waite	Chas. C. Hushaw Charlie Park (sp)	H. C. Burkheimer G. O. Piercey (bm) Wesley Buhrle (em)	Fred'k. W. Cobley E. S. Kellogg (n) R. G. Johnson (el)	C. H. Ruhmland(ma)
GRASS VALLEY 9,000	Union (m ex M.) 2,729 Sunday edition (S) 2,729	.03 .03	.06 ...	(I) (AP) (†) (J) (5¢, 18¢w) (110)	Union Pub. Co. W. F. Prisk, Pres. M. Henry Argall, Pub.	E. G. Kinyon	Robt Ingram (ce-sp) E. G. Kinyon (Su)	M. H. Argall (gm-bm) Syd Moore (em)	J. E. Caddy (ad-el) M. Henry Argall (n)	E. J. Caddy J. D. Truscott (ma)
HANFORD 10,222	Journal (m ex M.) 1,379 Sentinel (e) 1,908 Sunday edition (S) 1,379 Combined daily (me) 3,287	... ... .045 .045	... ... .18 .18	(I) (UP) (ROP-1) (†) (J) (5¢) (108)	Hanford Pub. Co. Stanley Beaubaire & Keith Topping, Pubs.	Walter Christie, Jr. R. R. MacDonald		Stanley Beaubaire M. M. Kokroski (em)	F. E. Newton Lela Askew (n-el)	G. Humphrey (ma)
HOLLISTER 4,000	Free Lance (e) 1,851	.03	.12	(R) (UP) (†) (J) (5¢) (108)	M. F. Hoyle, Jr., Pub.	M. F. Hoyle, Jr.	Margaret Doan	Mae Renfrow (em)	M. F. Hoyle	
HOLLYWOOD 162,340 (ABC-City)	Citizen-News (e) 24,017	.13	.25	(I) (AP, UP) (3¢) (30-41)	Citizen-News Co. H. G. Palmer, Pub.	H. G. Palmer H. E. Swisher	Harold Hubbard (news) L. Redelings (sp)	Harlan G. Palmer T. Harwood Young (bm) Clarence Rippeto (em)	Roger J. Geissinger H. H. Sternberg (n) W. Reid (el)	Harold Winn (ma)
HUNTINGTON PARK 28,648	Signal (e)	.04	...	(I) (UP) (†) (J) (2¢) (108)		Geo. Keysers		Max Brunstein (bm) Wm. Geddes (em)	Frank E. Bauer Harry Ward (el)	W. Aspenleiter (ma)
INGLEWOOD 30,114	News (e) 6,142	.05	...	(I) (UP) (†) (J) (3¢) (26)	Hubert H. Shaw	J. L. Rosenberg		Hubert H. Shaw (bm) John Conrad (em)	Ralph Conrad W. R. Case (el)	C. Schnerk (ma)
LODI 11,079	News-Sentinel (m) 4,449	.04	.04	(I) (UP) (†) (5¢, 30¢w) (108)	Roper & Church	Clyde C. Church	J. R. Thompson	A. W. Marquardt (bm) W. T. Kraemer (em)	D. B. Rinfret	P. Lerindegui (ma)
LONG BEACH 230,000	Sun (m) 12,091 Press-Telegram (e) 48,807 Combined daily (me) 60,898 Press-Telegram (S) 58,611 Evening & Sunday (eS)	... ... .21 .19 ...	... ... .45 .45 ...	(R) (AP, UP) (ROP-3) (†) (J) (5¢, 38¢w) (110)	Press-Telegram Pub. Co. W. F. Prisk, Pres.-Pub.	W. F. Prisk Frank M. Selover (me-e) Walter Case (me-m)	Frank P. Goss (e) Ruskin Dunfee (m) Frank Blair, Bob Hall, Dave Lewis (sp) H. K. Johnston (Su)	Chas. W. Paddock S. S. Conklin (asso. mgr.) Wm. Snell (em)	G. L. Burt (ad-el) W. L. Maplethorpe (n)	Gordon Robbins Jas. Jenkins (ma)
LOS ANGELES 1,700,000 3,100,000 (Met. Area)	Examiner (m) 235,530 Examiner (S) 640,852	.46 .60	.37 .55	(I) (AP, INS) (ROP-3) (†) (mer) (J) (5¢, 10¢S; 30¢w-m; 35¢w-m & S) (16)	Los Angeles Examiner, Dept. of Hearst Publications, Inc. Richard A. Carrington, Jr., Pub.	R. T. Van Ettisch	James Richardson Al Santore (sp) Clarence Winter (Su)	Robt. M. Mount (bm) John Weisbecker (em)	S. P. Bartlett (ad-dir) C. W. Horn (el)	D. C. Brandman C. O. Davis (apm) M. E. Torell (ma)
	Herald & Express (e) 265,087	...	...	(I) (AP, INS, UP, DJ) (ROP-2) (†) (mer) (5¢) (14)	L. A. Herald-Express Dr. F. F. Barham, Pub.	Dr. Frank F. Barham J. B. T. Campbell	Harold P. Fetter George T. Davis (sp)	D. G. Keeler (bm) H. T. Aust (em)	Arthur Holliday E. O. Menz (n) G. R. Lancaster (el)	Roy F. Walker L. M. Richardson (ma)
	Journal (m) 2,255	.061	...	(I) (UP) (J) (5¢) (none)	Journal Co. Douglas W. Wilson, Pres.	Elmer Cain		A. A. McDowell	C. P. Donnell	R. Hoff (ma)
	News (daily) 220,861	.46	.60	(I) (UP) (ROP-3) (†) (5¢) (82)	Stockholders Pub. Co., Inc. Manchester Boddy, Pres.-Pub.	Manchester Boddy Lee Payne (me)	Chas. Judson Ned Cronin (sp)	Robt. L. Smith Orville Schwarz (bm) Dutton O'Brien (em)	Chas. E. Arnn Hal F. Lindley (n) F. H. Tierney (el)	O. E. Schwarz (apm) A. F. Stanley (ma)
	Times (m) 235,487 Times (S) 451,147	.45 .66	.40 .50	(I-R) (AP, UP, CT, NY-T, CDN) (ROP-3) (†) (mer) (J) (5¢, 10¢S) (110)	Times-Mirror Co. Norman Chandler, Pres.	L. D. Hotchkiss (me)	Guy Stafford Paul Zimmerman (sp) Arthur Millier (Su)	Norman Chandler (gm-bm) Ray F. Marx (em)	Walter Pfaffenberger H. B. Jette (n) O. L. Hurlbert (el)	R. H. Svensson P. Chandler (prod.)
MADERA 6,457	Tribune (e) 1,757	.025	...	(I) (UP) (†) (J) (5¢) (26)	Geo. A. Clark	H. A. Clark	H. A. Clark	T. W. Marston (bm) Geo. A. Clark (em)	Geo. A. Clark	
MARTINEZ 15,700	Contra Costa Gazette (e) 4,991	.04	.15	(R) (UP) (†) (J) (5¢) (108)	Contra Costa Pub. Co., Inc. W. R. Sharkey, Pres.-Pub.	Will R. Sharkey	Havelock Hunter (sp)	Will R. Sharkey H. D. Lyford (bm) E. G. Crow (em)	Fred. Warnbols Vera Smith (el)	H. D. Lyford (pm)
MARYSVILLE & YUBA CITY 15,251	Appeal-Democrat (e) 6,745	.05	...	(I) (UP) (†) (5¢) (108)	Marysville-Yuba City Pubs., Inc. Horace E. Thomas, Pres.-Pub.	Earl C. Brownlee	Eddie Burt (sp)	Horace E. Thomas Alice Matheny (em)	Chas. A. Williams	T. J. Ryan (ma)
MERCED 14,000	Sun-Star (e) 5,308	.05	.15	(I) (UP) (ROP-1) (†) (J) (5¢, 18½¢w) (108)	Dean S. & K. C. Lesher, (co-owners) Dean S. Lesher, Pub.	Dean Lesher L. E. Schmoll	Sibyl Groves Pat Brown (sp)	K. C. Lesher W. E. Brown (em)	W. S. Cogswell Jane Avery (el)	E. D. Johnson E. Meeker (ma)
MODESTO 16,379	Bee (e) 13,248	.07	...	(I) (AP, UP, INS, McCNS) (ROP-3) (†) (5¢) (84)	McClatchy Newspapers Eleanor McClatchy, Pres.	Walter P. Jones Harry E Conway	Otto Schroder Jas Roach (sp)	W. B. O'Shea (bm) J. N. Stone (em)	H. B. Lowery L. C. Crocco (n) A. Savidge (el)	M. J. Scheenfelder (ma)
MONROVIA 15,375	News-Post (e) 3,119	.04	.135	(AP) (ROP-2)(†) (J) (3¢) (108)	S. Cal. Associated Newspapers C. F. Waite, Pres. Chas. F. Davis, Pub.	Elwood Irwin	Elwood Irwin (ce-sp)	Chas F. Davis W. W. Marto (bm) John Mease (em)	Walter W. Marto Alda Post (el)	Walter W. Marto Chas. Ellsworth (ma)
MONTEREY 18,584	Peninsula Herald (e) 6,619	.05	...	(I) (AP, UP) (ROP-2) (†) (5¢) (108)	Peninsula Daily Herald Co., Inc. Wm. O'Donnell, Pres.-Pub.	W. M. O'Donnell M. T. Lonjahl	Ted Durien	Jas. G. Merbs (bm) Claude Keesling (em)	J. G. Merbs (am-el) Jean Glen (n)	Dean Coovert (pm) A. H. Clickard (ma)
NAPA 18,000	Register (e) 5,878	.05	.15	(R) (AP, UP) (†) (5¢) (none)	Francis & Marois	Geo. H. Francis Wm. Carnie	Baker Conrad (sp)	Theodore Marois E. E. Brown (em)	Cornelio C. Baca Evelyn Martella (el)	Melvin Dittmer (ma)
OAKLAND 322,455 507,830 (ABC City)	Post-Enquirer (e) 48,185	.18	.20	(I) (UP, INS) (ROP-3) (†) (5¢) (14)	Post-Enquirer Dept. HearstPublications,Inc. W. R. Hearst, Pres. Ingraham Reed, Pub.	George Roe (me)	Francis Piazzi Peter E. Tehaney (sp)	W. H. McCutcheon (bm) Victor Lattanner (em)	Felix Aberouette (ad dir) Walter S. North (n) Jas. L. Adams (el)	Maude S. Luick (pm) R. L. Ratekin (ma)
	Tribune (e) 102,042 Sunday edition (S) 100,985	.23 .23	.13 .15	(AP, UP, CDN) (ROP-3) (†) (J) (5¢, 15¢S) (110)	Tribune Pub. Co. J. R. Knowland, Pres.-Pub.	J. R. Knowland L. S. Levy	Al. P. Reck Art Cohn (sp) Roy Sharpe (Su)	B. A. Forsterer P. M. Knox (em)	H. C. Stovel C. L. Irish (n) M. J. A. McDonald (el)	Walter Brown
OCEANSIDE 8,000	Blade-Tribune (e ex Sat.) 1,658	.03	.12	(I) (UP) (†) (J) (5¢) (none)	H. N. & P. R. Beck, Pubs.	Harold N. Beck	Walter Hillam Paul Beck (sp)	Paul Beck (gm-bm) D Provost (em)	John W. Cooley Paul Beck (n) Ora Magee (el)	J. Fisher (ma)
ONTARIO 14,197	Report (e) 4,630	.05	.15	(I-R) (UP) (ROP-1) (†) (J) (5¢) (108)	Mrs. Jerene Appleby Harnish, Pub.	Curtis H. Clay (me)	L. Hancock (sp)	A. Q. Miller, Jr. J. A. Kacher (em)	J. A. Downey	Walter Axley (ma)
ORANGE 9,000	News (e) 3,269	.04	.06	(R) (UP) (5¢) (108)	J. F. Craemer		Ray S. Arguello (ce-sp)	J. F. Craemer (bm) Zola Maag (em)	Geo. N. Weiner	C. J. A. Maibach (ma)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
OROVILLE 6,500	Mercury-Register (m) 2,433	.035	...	(I) (UP) (ROP-1) (†) (J) (5¢) (108)	Oroville Mercury, Ltd. D. L. Beebe, Pres.	Dan L. Beebe Geo. Wangelin	Geo. Wangelin Wallace Kunkel (sp)	Dan L. Beebe (gm-bm). Mrs. W. Fowler (cm)	Mrs. P. Russell	Phil Hefner (ms)
OXNARD 11,300	Press-Courier (e) 2,488	.035	.20	(I) (UP) (J) (5¢) (108)	Dan W. Emmett, Pub.	James P. Felton	Joe Paul, Jr. (sp)	Charlotte Stahl (bm) E. H. Long (cm)	Charlotte Stahl	R. E. Tuttle (ms)
PALO ALTO 19,181	Times (e) 5,785	.06	.17	(I) (AP) (†) (mer) (5¢, 25¢w) (108)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres.	Elinor V. Cogswell Harold Stevens (asst ed)	Beecher Kellogg (sp)	J. W. Broback (bm) F. Rook (cm)	Marshall Virello J. W. Broback (n) E. N. Nielsen (cl)	J. W. Broback M. Virello (apm) W. P. Carlile (ms)
PASADENA 87,000	Star-News (e) 29,870 Post (m) 20,596 Combined daily (me) 41,466 Post (S) 20,797	.13 .13 .19 .13	... ... .40 .40	(I-R) (AP, UP, INS, CNS) (ROP-3) (†) (J) (5¢) (110)	Star-News Pub. Co. W. F. Frick, Pres.-Pub.	Lee M. Merriman (me-e) W. L. Blair (me-m)	C. F. Shoop (ce-e) Arnold Huss (ce-m) R. O. Foote (sp-e) R. C. Samuelsen (sp-m) Arnold Huss	E. T. Hamrick (cm)	Geo. R. Fugate Wm. Mincher (n)	Lee V. Smith J. T. Jenkins (ms)
PETALUMA 9,400	Argus-Courier (me) 3,731	.024	.18	(R) (AP) (†) (5¢, 21¢w) (108)	Olmsted Co., Inc. J. A. Olmsted, Pres.-Pub.	John A. Olmsted	Harry Olberg, Jr. Elwood Owen (sp)	J. A. Olmsted(gm-bm). D. A. McLean (cm)	J. A. Olmsted, Jr. J. A. Olmsted (n)	S. C. Olmsted (ms)
PITTSBURG 11,535	Independent (m ex M.) 2,281 Post-Dispatch (e ex Sat.) 2,006	.035 .035	.18 .18	(I) (UP) (J) (5¢) (none) (I) (UP) (J) (5¢) (none)	Ted Bishop, Pub. B. J. Abraham, Pub.					
POMONA 24,000	Progress-Bulletin (e) 7,381	.05	.10	(AP, UP, INS) (ROP-2) (†) (4¢, 25¢w) (108)	Progress-Bulletin Pub. Co. W. E. Stevens, Pres.-Pub.	A. T. Richardson	Dave Meiklejohn	W. E. Stevens	James K. Peirsol	M. A. Johnson (ms)
PORTERVILLE 6,500	Recorder (e) 1,973	.03	...	(I) (UP) (†) (mer) (J) (5¢) (none)	Homer W. Wood, Pub.	Homer W. Wood Ward Lusk	L. C. Skidmore (ce-sp).	Homer W. Wood Alice C. McAuley (bm) Sylvia Wylde (cm)	Alice C. McAuley Homer W. Wood (n)	C. Brooks (ms)
RED BLUFF 3,824	News (e) 1,898	.025	...	(I) (UP) (†) (5¢) (108)	F. W. McKechnie, Jr.	F. W. McKeennie, Jr.	Jack Matteson			Samuel Hall (ms)
REDDING 8,500	Record-Searchlight (e) 5,583	.05	.12	(I) (AP) (ROP-1) (†) (3¢) (108)	Redding Record, Inc.	P. C. Bodenhamer Richard L. Mallery		O. E. Crumpacker (bm) D. H. Fado (cm)	Reed L. Parker O. E. Crumpacker (n) Lydia Sisson (cl)	V. Neel (ms)
REDLANDS 17,507	Facts (e) 2,762	.04	.10	(R) (UP) (†) (5¢) (none)	Wm. G. Moor , Pub.	Frank E. Moore		Wm. G. Moore	D. deV. Ditwiler	
REDONDO 15,500	Breeze (e) 4,102	...	...	(I) (AP) (†) (mer) (J) (108)	So. Calif. Asso. Newspapers C. F. Waite, Pres. John J. Berry, Pub.	Warner Jenkins (me)		John J. Berry (gm-bm). R. Menhennett (cm)	F. S. Haynes Virginia McDonald (cl)	M. Droubay (ms)
REDWOOD CITY 18,000	Tribune (e) 4,027	.05	.15	(I) (AP) (†) (5¢) (108)	Peninsula Newspapers, Inc. Geo. F. Morell, Pres.	Ray L. Spangler	Loren G. Irwin	Neal Van Sooy B. M. Knight (rm)	I. B. Heistand	A. W. Jordan (ms)
RICHMOND 105,000	Independent (e) 11,748	.08	.125	(I) (UP, INS) (ROP-1) (†) (J) (5¢, 20¢w) (108)	Independent Pub. Co. J. F. Galvin, Pres.-Pub.	A. M. Richards	Russel Whiting	F. S. Newsom (bm) R. B. Brothers (cm)	John Galvin, Jr. Warren Brown, Jr. (n) Mrs. L. Williams (cl)	G. T. Griffin (ms)
	Record-Herald (m ex M.) 3,492 Sunday edition (S) 3,492	.035 ...	... ...	(R) (UP) (J) (none)	Grover E. Milnes			Grover E. Milnes	Grover E. Milnes	
RIVERSIDE 44,000	Enterprise (m) 4,969 Press (e) 8,373 Combined daily (me) 13,342 Enterprise (S) 5,038 Evening & Sunday (eS)	... ... .08 ... .08	... ...	(R) (UP) (ROP-1) (†) (J) (5¢) (108)	Riverside Daily Press, Inc. Harry Hammond, Pres.-Pub.	A. A. Piddington Harry Cree	Harry Cree D. McPherson (sp) Edw. N. Reed (Su)	Arthur Culver (bm) Harlan H. Hilliker (cm)	R. C. Marcus H. E. Ross (n) Florence Barber (cl)	Samuel D. Porter (ms)
SACRAMENTO 112,000	Bee (e) 75,751	.20	...	(I) (AP, UP, INS, McCNS) (ROP-3) (†) (5¢) (84)	McClatchy Newspapers, Eleanor McClatchy, Pres. (Note: W. P. Jones is editor of the three McClatchy newspapers, Sacramento Bee, Fresno Bee and Modesto Bee, with headquarters in Sacramento)	Walter P. Jones Fred B. Moore (me)	M. V. Depew Rudy Hickey (sp)	H. P. Walls (bm) V. P. Willett (cm)	M. A. Tancock Chas. L. Thornton (n) L. W. Averill (cl)	W. Appleton (ms)
	Union (m) 11,966 Sunday edition (S) 26,984	.08 .10	.08 .12	(I) (AP) (ROP-3) (†) (5¢, 10¢S) (108)	Sacramento Pub. Co., Inc. Wm. H. Dodge, Pres.-Pub.	Chas. J. Lilley E. E. Nichols	Bill Conlin Dick Edmonds (sp) Fred Kraft (Su)	C. J. Lilley C. E. Borom (bm) Wm. Leftus, Jr. (cm)	C. A. Moore J. T. Sebastian (cl)	H. Parsons (ms)
SALINAS 15,500	Californian (e) 7,601	.06	.08	(I-R) (UP) (ROP-3) (†) (5¢) (108)	Salinas Newspapers, Inc. Merritt C. Speidel, Pres. Paul H. Caswell, Pub.	Paul H. Caswell Jack Patton	Shirley Fuestch Dorothy Meyenberg (sp)	Paul H. Caswell G. V. Baymiller (bm) Wm. Bell, Jr. (cm)	Lawrence Vera Ross Brown (n) Don Rounds (cl)	Carter Jones (ms)
SAN BERNARDINO 56,000	Sun (m) 15,650 Telegram (e) 3,734 Combined daily (me) 19,384 Sun (S) 16,684 Evening & Sunday (eS)	... ... .08 ... .08	... ... .20 ... .20	(I-R) (AP, UP) (ROP-1) (†) (J) (5¢m, 4¢e) (108)	Sun Co. of San Bernardino J. A. Guthrie, Pres	J. A. Guthrie R. W. Davis	Earl E. Buie Sid Olin (sp-e) Robt. Walton (sp-m)	Harry S. Webster W. F. Rohde (cm)	H. P. Graham A. M. Brigham (cl)	L. L. McFall (ms)
SAN DIEGO 340,000	Union (m) 40,451 Tribune-Sun (e) 65,528 Combined daily (me) 105,979 Union (S) 79,119 Sunday & Evening (Se) 144,647	... ... .25 ... .21 ...	... ...	(R) (AP, UP, INS) (ROP-3) (†) (5¢m, 5¢e, 10¢S) (108)	Union-Tribune Pub. Co. Lester G. Bradley, Pres. A. K. Whyte, Pub.	Edward T. Austin (ed-in-chief) F. B. Goodman (e) C. A. McGrew (m) J. C. Safley (me)	Arthur Hunt (e) Wm. A. Adair (m) Geo. Herrick (sp-e) Monroe McConnell (sp-m) Lon Smith (Su)	Arthur K. Whyte E. L. Schellenberg (cm)	Nelson Roberts John Mulkey (n) Kenneth Flood (cl)	K. L. Gregg (ms)
SAN FRANCISCO 718,000	Call-Bulletin (e) 123,814	.30	.12	(I) (INS, AP) (ROP-3) (†) (mer) (5¢) (14)	Hearst Publications, Inc. S. F. Call-Bulletin Dept. E. D. Coblentz, Pub.	Lee Ettelson (me)	Fred J. Walker Ernest Cope (sp)	Leo Ihle (bm) Presley Mallory (cm)	R. L. Litchfield O. L. Barker (n) B. M. Oviatt (cl)	C. G. Hodgson (ms)
	Chronicle (m) 116,581 Sunday edition (S) 201,490	.30 .38	.10 .11	(AP, UP) (†) (J) (5¢, 15¢S) (93)	Chronicle Pub. Co. Geo. T. Cameron, Pres.-Pub.	W. D. Chandler (act. ed.) Larry Fanning (act. mgn. ed.)	John Bruce W. F. Leiser (sp) E. D. Orbell (Su)	Paul C. Smith C. E. Gilroy (act. bm) W. R. Woodward (act. cm)	Wm. D. Phelan Lynn H. Gamble (n) Jas. Carden (cl)	Mark Wayman (ms)
	Commercial News (mexSat., S) 1,172	.17	.20	(UP) (J) (10¢) (none)	Commercial News Pub. Co.	A. Harold Noon	Tom O. Mosier (fin. ed) Alex. Orban (ship. ed.)	R. B. Frier (bm) C. B. Council (cm)		
	Examiner (m) 169,227 Sunday edition (S) 480,173	.42 .52	... ...	(I) (AP, INS) (ROP-3) (†) (J) (5¢, 12¢S) (16)	S. F. Examiner Dept., Hearst Publications, Inc. Clarence R. Lindner, Pub.	Wm. C. Wren (me)	E. W. McQuade Vernon D. Grieve (sp) Phil Otto (Su)	Clarence L. Lindner Chas. Mayer (bm) J. B. Casaday (cm)	Louis C. Boone Guy R. Daniel (cl)	E. J. Reap C. J. McDermott (ms)
	News (e) 111,281	.29	.13	(I) (UP) (ROP-2) (J) (5¢) (95)	Daily News Co., Ltd. J. L. Cauthorn, Pres. Scripps-Howard Newspapers.	Frank A. Clarvoe Gerald H. Ray	Joseph Sheridan Emerson Spencer (sp)	Alan L. Houser (bm) John van Bentheim (cm)	Rob't. B. Selby Philip J. Sheridan (n) J. J. Immel (cl)	T. Guinsy T. L. Stavrum (apm)
	Wall Street Journal (Pacific Coast edition) (m ex Sat., S) 3,339	.28	...	(I) (DJ) (UP) (10¢) (none)	Dow Jones & Co., Ltd. Carl P. Miller, Pres.	H. C. Hendee		Carl P. Miller Harry Yerg (bm) Worron Wert (cm)	L. L. Hamilton (V-P)	D. W. McAleese (ms)

Note: National circulation and Pacific Coast edition rate shown.).

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Ad. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
SAN JOSE 77,579	Mercury-Herald (m) 21,243x News (e) 18,295x Combined daily (me) 39,538x Sunday Herald & News (S) 25,000x	... ... .17 .22	... ... .36 .36	(I) (AP, UP, INS) (ROP-3) (†) (5¢m, e; 10¢S) (108)	Hays Company Elystus L. Hays, Pres. E. L. & Harold C. Hays, Pubs.	Kenneth Conn W. Albee (me-m) Jack Wright (me-e)	Robert T. Ryan (ce-m). Richard Barrett (ce-e) Louis Duino (sp-m) H. E. Leitch (sp-e)	Don W. Farmer (circ. dir)	A. R. Bower (ad-dir)... J. Evans (loc) R. Aitken (n) H. Harrison (el)	.....
SAN LUIS OBISPO 12,000	Telegram-Tribune (e) 5,632	.045	.18	(I) (UP) (ROP-2) (†) (5¢, 18¢w) (42)	Telegram-Tribune Co. J. R. Paulson, Pres. John P. Scripps, Pub. (Note: 2 colors—Back and Front Section pages.)	J. R. Paulson.....	E. Walker.....	Rob't Burns (bm)..... R. E. Isler (cm)	R. B. Newton..... Rob't Burns (n) H. Carlin (el)	Roo't Burrs W. Anderson (ms)
SAN MATEO 22,000	Times & News Leader (e) 6,345	.05	.125	(R) (UP) (ROP-1) (†) (J) (5¢) (108)	Amphlett Ptg. Co..... Bradford M. Melvin, Pres.-Pub.	J. P. McSorley..... Jeffry Currell	Jeffry Currell.....	Harry Butler..... Mrs. P. W. Brubaker (bm) George Trabert (cm)	W. Kirkes (s-el)..... H. R. Butler (n)	H. R. Butler Jack French (ms)
SAN PEDRO 42,261	News-Pilot (e) 9,214	.07	.18	(AP) (ROP-3) (4¢) (108)	San Pedro P. & P. Co.. J. A. Waite, Pres.-Pub.	Bynner Martin.....	Joe Goss (sp).....	J. A. Waite..... A. L. Waite (bm) J. G. Way (cm)	Edwin Brown..... A. L. Waite (n) G. Coverdale (el)	.....
SAN RAFAEL 8,573	Independent (e) 4,813	.04	...	(R) (UP) (J) (5¢) (108)	California Newspapers, Inc. Roy A. Brown, Pres.-Pub.	James R. Boothe.....	Jack Eisen (sp).....	Stanley T. Wilson (cm)	Stewart Beardslee.....	Gordon Dixon (ms)
SANTA ANA 40,000	Register (e) 16,919	.09	.20	(I-R) (AP, INS, UP) (ROP-2) (5¢) (30-108)	Register Pub. Co., Ltd.. R. C. Hoiles, Pres. C. H. Hoiles (co-pub.)	R. C. Hoiles..... Frank Cooey	Neil Stanley..... Eddie West (sp)	C. H. Hoiles..... Robt. Biles & E. Atkinson (cms)	J. E. Lyons (n).....	Wm. Lawrence (ms)
SANTA BARBARA 37,500	News-Press (m) 4,716 News-Press (e) 10,405 Combined daily (me) 15,121 News-Press (S) 14,293	... ... .085 .085	... ... .25 .25	(I) (AP, INS) (ROP-3) (†) (J) (5¢) (110)	News-Press Pub. Co... T. M. Storke, Pres.-Pub.	Thos. M. Storke..... C. A. Storke (asso-ed, me)	Homer George (sp)....	T. M. Storke..... B. D. Lane (bm) W. M. McCoy (cm)	Lyman S. Van Sant.... B. D. Lane (n) L. S. Van Sant (el)	V. G. Manning (ms)
SANTA CRUZ 16,896	Sentinel-News (e ex Sat.) 2,712 Sentinel-News (m ex M.) 3,288 Combined daily (me) 6,000 Sunday edition (S) 5,915	... ... 065 .065	... ...	(I-R) (AP, UP) (†) (J) (5¢) (108)	Sentinel Pub. Co..... Fred McPherson, Jr., Pub.	Fred McPherson, Jr....	Frank Jones (ce-m).... Leon Rowland (ce-e) Harry Blickhahn (Su).	F. McPherson, Jr..... Jas. Seigle (cm)	J. Paul Moore..... Jas. Barrett (n) Betty Mensel (el)	Elmer Park (ms)
SANTA MARIA 10,000	Times (e) 2,643	...	...	(R) (UP) (ROP-1) (†) (J) (5¢) (108)	R. K. & S. C. Hancock, Pubs.	G. A. Martin.....	.....	J. H. Bowles (bm).....	R. K. Hancock..... J. H. Bowles (n)	.....
SANTA MONICA 60,000	Outlook (e) 11,780	.08	...	(R) (AP, UP) (ROP-2) (†) (3¢) (108)	Santa Monica Pub. Co. S. G. McClure, Pres.	Charles S. Warren..... Carl F. White (me)	R. A. Fahlstedt..... Carl T. White (sp)	J. D. Funk (gm-bm)... E. T. Linden (cm)	H. C. Boehme..... H. Baumberger (n) M. E. Burgess (el)	.....
SANTA PAULA 10,200	Chronicle (e) 2,332	.03	.15	(I-R) (UP) (ROP-1) (†) (J) (5¢, 65¢w) (108)	Morgan Coe, Pub.....	Morgan Coe..... J. Wiley	John Conway.....	Morgan Coe (gm-bm).. M. Holts (cm)	Tom Losey..... Morgan Coe (n) L. Coe (el)	W. Wood (ms)
SANTA ROSA 16,000	Press-Democrat (m ex M.) 9,352 Republican (e ex M.) 2,212 Combined daily (me) 11,564 Press-Democrat (S) 11,564	... ... .07 .07	... ... .15 .15	(D) (R) (AP, UP, INS) (ROP-1) (†) (J) (5¢) (108)	Press-Democrat Pub. Co. Ruth W. Finley, Pres. Carl R. Lehman, Pub.	Herbert J. Waters (m) A. V. Napier (e)	Arthur McKay..... Pete Johnson (sp)	C. R. Lehman (gm).... Kenneth Brown (cm)	Paul Johnson..... I. Harrington (el)	L. Grant Kellogg (ms)
STOCKTON 61,702 81,265 (ABC City)	Record (e) 28,682	.10	.17	(I) (AP, UP, INS) (ROP-1) (†) (mer) (5¢) (110)	Stockton Daily Record. Irving Martin, Sr., Pres.-Pub. Irving Martin, Jr., V.P. L. V. Peterson (Asst-to-Pub.)	Irving Martin, Sr..... Philip C. Beaton	Earle Edmiston..... John Peri (sp)	Irving Martin, Sr..... Ross Williams (bm) Lon Hildebrand (cm)	Ross Williams..... Ken Taylor (n) C. Diffenderfer (el)	Herman Schaede (ms)
TAFT 3,365	Midway Driller (e) 3,162	.03	.06	(I) (AP) (†) (mer) (J) (5¢) (109)	Midway Driller Pub. Co., Inc. Walter M. Keene, Pres. Arthur M. Keene, Pub.	Arthur M. Keene..... Walter M. Keene	Walter M. Keene..... Tom O'Brien (sp)	J. D. Peterson (gm-bm) Ruth Kellogg (cm)	J. D. Peterson..... Ruth Kellogg (el)	J. D. Peterson Ian Cunningham (ms)
TULARE 10,000	Advance-Register (e) 2,006 Times (m) 1,874 Combined daily (me) 3,880	... ... .045	... ... .06	(I) (AP) (ROP-2) (†) (J) (5¢, 30¢w) (26)	Percy M. Whiteside....	R. L. Whiteside (me)..	Sue Crockett.....	Opal Coday (cm).....	Earl Bosley..... A. Brown (el)	M. E. Jones (ms)
TURLOCK 6,050	Journal (e) 3,018	.045	.12	(I) (UP) (3¢, 15¢w) (108)	Lowell E. Jessen, Pub..	.....	Howard McLellan.....	Lowell E. Jessen.....	Jesse D. Hampton (n)..	Duane Johnson (ms)
VALLEJO 75,000	Chronicle-News (e ex Sat.) 12,082x Times-Herald (m) 11,781x Combined daily (me) 23,863x Times-Herald (S) 12,873x Evening & Sunday (eS) 24,066x	... ... .10 ... .10	... ... .20 ... .20	(I) (AP, UP, INS) (ROP-3) (†) (J) (5¢) (108)	Luther E. Gibson, Pub..	Luther E. Gibson.....	N. Montellier (ce-m)... Kenneth F. Knight (ce-e) Ralph Rivet (sp-e) Harry C. De Bolt (sp-m)	Orvin B. Gaston (gm).. A. P. Anderson, Jr. (off. mgr) Lloyd Bullis (cm)	C. H. Sprague (el).....	E. Archer (ms)
VENTURA 17,642	Star-Free Press (e) 7,521	.055	...	(I) (UP) (†) (4¢, 18¢w) (108)	John P. Scripps Newspapers Roy Pinkerton, Pres.	Roy Pinkerton..... Frank Rogers	Tom Hennion (ce-ep)..	Harry Green (bm)..... Helen D. McKnight (cm)	Harry Green (n)..... Vera Chapman (el)	Ben H. Smith (ms)
VISALIA 8,904	Times-Delta (e) 3,909	.045	.15	(I) (AP) (ROP-1) (†) (J) (5¢) (108)	Visalia Pub. Co., Inc... C. A. Whitmore, Pres. M. M. Maddox, Pub.	C. A. Whitmore.....	Click Relander..... Royal Sanford (sp)	M. M. Maddox..... G. F. Karnopp (cm)	Arch Nichols..... M. M. Maddox (n) D. Shakargian (el)	E. Schultz (ms)
WATSONVILLE 8,937	Register-Pajaronian (e) 3,389 Sun (m ex M.) 1,573 Combined daily (me) 4,962 Sunday edition (S) 1,573	... ... .05 .05	... ... .10 .10	(I) (UP) (†) (5¢, 15¢w) (108)	John P. Scripps Newspapers John P. Scripps, Pres.	F. H. Jenkins..... Lorraine Scott	.....	Marion S. Walker (bm). Virginia Piezoto (cm)	J. O. Holcomb (n).....	H. Senini (ms)
WHITTIER 16,115	News (e) 4,289	.04	...	(I-R) (UP) (†) (3¢) (108)	Jno. F. D. Aué.....	R. B. Kennedy.....	Murray Gregory (sp)..	Jno. F. D. Aué..... J. Cowell Davis (bm)	W. M. Cathriner..... Jno. F. D. Aué (n)	.....
WILLOWS 2,215	Journal-Glenn Transcript (e ex Sat.) 1,822	...	.03	(I) (UP) (J) (5¢) (108)	Maude B. Sehorn, Pub.	Maude B. Sehorn.....	.....	C. O. McDonnell..... J. T. Smith (cm)	C. O. McDonnell.....	.....
WILMINGTON 21,000	Journal (e) 5,257 Press (e) 5,720	.04 .04	... ...	(I) (INS) (†) (2¢) (none) (D) (UP) (†) (J) (3¢) (26)	Journal Pub. Co..... R. F. Bowers, Pres.-Pub. Wilmington Press, Inc., Ltd. P. G. Roberts, Pres. D. M. Roberts, Pub.	R. F. Bowers..... W. R. Earl.....	A. Cotton..... John Mills (sp) C. Shell..... P. G. Roberts (sp)	Lorrain Lyons (cm).... D. M. Roberts..... G. W. Cross (bm) Lowell Mohns (cm)	Walter Martin (n)..... G. W. Cross..... R. W. Kanawyer (el)	Walter Martin (apm) H. Nickel (ms) G. W. Cross O. Lagos (ms)
WOODLAND 6,637	Democrat (e) 2,745	.04	.20	(I) (INS) (†) (mer) (J) (5¢) (109)	Ed. E. Leake Pub. Co.. Paul R. Leake, Pub.	Paul R. Leake..... Jay W. Sehorn	Louise Jones..... Wayde Harrison (sp)	Virginia Ray (bm)..... Theo. R. Jaques (cm)	Roberta Moser..... Virginia Ray (n) Lillian Davis (el)	M. H. Orser (ms)
YREKA 3,150	Siskiyou News (e ex Sat.) 2,125	.035	.12	(I) (UP) (J) (5¢) (26)	Siskiyou Pub. Co., Inc. Albert Wedin, Pres.	Walter B. Stafford.....	Walter B. Stafford..... G. O. Curtis (sp)	Albert Wedin..... W. G. Bailey (bm) George Curtis (cm)	Albert Wedin.....	Albert Wedin W. G. Bailey (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

COLORADO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
ALAMOSA 5,613	Courier (e) 2,770	.03	.06	(I) (UP) (ROP-1) (J) (5¢, 15¢w) (108)	Alamosa Courier, Inc. John L. Dier, Pres	William A. Dier	William A. Dier	Wm. A. Dier (gm-bm) Marjorie M. Dier (em)	Glen Gants Marjorie M. Dier (n)	Glen Gants L. Mayer (ma)
BOULDER 12,958	Camera (e) 4,345x	.04	.10	(I) (AP) (ROP-3) (†) (J) (5¢, 15¢w) (108)	Boulder Pub., Inc. A. A. Paddock, Pres.-Pub.	A. A. Paddock	R. C. Looney John Buchanan (sp)	L. P. Monroe (bm-em)	John E. Pulver Rosena Hall (cl)	Andrew J. Dickson (ma)
CANON CITY 6,600	Record (e) 2,271	.025	.10	(R) (UP) (†) (J) (5¢, 15¢w) (108)	Guy U. Hardy	Guy U. Hardy		J. Leo Sterling (bm) Don Hardy (em)	Don Hardy	
COLORADO SPRGS. 37,342	Gazette (m) 5,969	...	...	(AP) (ROP-1) (†) (5¢, 25¢w) (58)	Gazette & Telegraph Co. T. E. Nowels, Pres.	Frank R. Wadell S. C. Stewart (news dir)	H. K. Ellingson (ce-m) S. C. Stewart (ce-e) Dave Clark (sp-me) S. C. Stewart (Su)	T. E. Nowels R. E. Mohler (em)	R. H. Wardwell L. F. Dooley (n) A. M. Barr (cl)	F. R. Foster (ma)
	Telegraph (e) 9,170	...	...							
	Combined daily (me) 15,169	.08	*.08							
	Gazette & Telegraph (S) 15,6[illegible]	.08	*.08							
					(*Note: 750 lines per month minimum.)					
DENVER 370,130	Post (e) 167,198	.35	.35	(I) (AP, INS, UP, CT, NYT) (*S) (ROP-3) (†) (3¢, 10¢S, 25¢w) (65)	Post Ptg. & Pub. Co. W. C. Shepherd, Pres.-Pub.	W. C. Shepherd Lawrence C. Martin	Jas. B. Hale Jack Carberry (sp) Karl Lee (Su)	F. W. Bonfils (gm-bm) Leslie Gurtler (em)	F. I. Carruthers Elmer E. Strain (n) Chas. Maloney (cl)	A. G. Birch (pm) O. M. Ethell (ma)
	Sunday edition (S) 279,743	.60	.60							
	Rocky Mt. News (m) 48,179	.16	.16	(I) (AP, UP) ROP-1) (†) (3¢, 10¢S, 25¢w) (95)	Denver Pub. Co. Jack Foster, Pres. Scripps-Howard Newspapers	Jack Foster E. D. Minteer	Robt. Chase Chester Nelson (sp)	H. W. Hailey (bm) Robt. W. Boyd (em)	B. W. Lewis Robt. V. Campbell (n) Bess Stuckey (cl)	
	Sunday edition (S) 53,415	.16	.16							
DURANGO 5,000	Herald-Democrat (e) 3,140	.03	.10	(R) (UP, AP) (†) (J) (5¢, 15¢w) (108)	Herald Pub. Co. Mrs. D. M. Wilson, Pres.	Walter D. Wilson	Mrs. LoVisa McKean	W. D. Wilson (gm-bm) T. D. Forrester (em)	W. D. Wilson Mrs. D. M. Wilson (cl)	M. McKenzie (ma)
FORT COLLINS 12,251	Express-Courier (e ex Sat.) 5,111	.05	...	(I) (AP) (5¢) (108)	Ft. Collins Newspapers, Inc. Merritt C. Speidel, Pres. Earle Hitch, Pub.	Don Wilkins (me)	Norman A. Johnson A. W. Crumbaugh (sp)	Gordon R. Merrick J. Lowell Peasley (em)	G. R. Merrick	C. E. Moffitt (ma)
	Sunday edition (S) 5,134	.05	...							
FORT MORGAN 4,884	Times (e) 2,062	.03	.10	(R) (AP) (J) (5¢, 40¢w) (108)	Times Pub. Co. R. B. Spencer, Pres.	R. B. Spencer Robert W. Spencer	Robert W. Spencer	R. B. Spencer R. W. Spencer (bm) Mrs. V. Mitchell (em)	R. W. Spencer Mrs. V. Mitchell (cl)	P. P. Whipple (ma)
GRAND JUNCTION 12,492	Sentinel (e) 8,752	.06	.18	(I-D) (AP) (ROP-1) (†) (J) (5¢, 15¢w) (108)	Sentinel Pub. & Ptg. Co. Walter Walker, Pres.-Pub.	Preston Walker (me)	William Nelson (sp)	Walter Walker J. H. Dodson & Rose Williams (em)	Al Look F. A. Hoisington (n)	C. G. Goettelman (ma)
	Sunday edition (S) 8,795	.06	.18							
GREELEY 16,000	Tribune (e) 7,632	.06	.12	(I-R) (AP) (†) (J) (5¢, 12½¢w) (47)	Tribune-Republican Pub. Co. Chas. Hansen, Pres.-Pub.	F. E. Merrill	F. E. Merrill Ralph Johnston (sp)	R. G. Andrews (bm)	F. P. Matthews Mrs. E. E. Lewis (cl)	J. D. Cummins (ma)
LA JUNTA 7,040	Democrat (e) 2,372	.03	...	(D) (UP) (†) (J) (108)	Democrat Pub. Co. Ralph R. Wheeler, Pres.-Pub.	James Sevits & Jerry Sheridan (editors)		R. R. Wheeler Harry Ward (em)	Roy Irby	Earl Beatry (ma)
	Tribune (e)	.025	...	(R) (AP) (J) (56)	Chas. E. Nelson, Pres. Chas. E. Nelson and Warren A. Girch, Pubs.	Charles E. Nelson	W. A. Girch	Chas. E. Nelson O. L. Shade (em)	O. L. Shade	W. A. Girch (ma)
LAMAR 5,000	News (e) 2,591	.03	...	(I-D) (UP) (†) (J) (5¢, 15¢w) (108)	Fred M. Betz, Pub.	Fred M. Betz	R. D. Thompson (co-sp)	Arthur Tarman (gm-cm)	Fred M. Betz Mrs. A. Tarman (n-cl)	Fred M. Betz (ma)
LEADVILLE 4,774	Herald-Democrat (e) 3,862	.025	...	(I) (AP) (†) (J) (108)	Joe McConnell	Joe McConnell	Max W. Vawter	Joe McConnell	Joe McConnell	Joe McConnell B. L. Hibsehle (ma)
LONGMONT 7,406	Times-Call (e) 2,905	.035	.12	(I)(AP) (†) (J) (5¢, 10¢w) (108)	Times-Call Pub. Co. Ray Lanyon, Pres.-Pub.	Bernard Faller Ray Lanyon	Bernard Faller	Ray Lanyon	J. F. Matlack	Otis Moore (ma)
LOVELAND 6,145	Reporter-Herald (e)	.025	...	(I) (UP) (†) (J) (5¢) (108)	R. H. Ball & R. L. Etter	R. J. Ball	Phil Berg	R. L. Etter, Jr. (bm) R. W. Ball (em)	R. L. Etter, Jr. E. McColeman (cl)	R. W. Ball (ma)
MONTROSE 4,753	Press (e) 2,948	.03	.12	(R) (UP) (†) (J) (5¢) (108)	Press Pub. Co., Inc. C. E. Adams, Pres.-Pub.	Charles E. Adams	Charles E. Adams	Chas. E. Adams (gm-bm) G. L. Erickson (em)	Dorothy Mauer	E. L. Milner (ma)
PUEBLO 68,000	Chieftain (m) 11,154	...	...	(I) (AP, UP) (ROP-1) (†) (mer) (5¢, 20¢w) (108)	Star-Journal Pub. Corp. Frank S. Hoag, Pres.-Pub.	F. S. Hoag, Jr. (me)	Howard Miller (m) Ralph C. Taylor (e) Geo. Newton (sp-m) Ed Orozco (sp-e) Howard Miller (Su)	D. F. Steele (em)	Rodney Reeves Gertrude M. Roy (n) Paul Beako (cl)	O'N. Hobbs (ma)
	Star-Journal (e) 14,881	...	...							
	Combined daily (me) 26,035	.10	...							
	Star-Journal & Chieftain (S) 29,479	.10	...							
ROCKY FORD 3,600	Gazette-Topic (e ex Sat.) 2,500	.03	.05	(I) (†) (J) (3¢, 10¢w) (56)	Mayme S. Lacy, Pub.	Mayme S. Lacy			Eleanor Lacy	
SALIDA 5,300	Mail (e) 1,412	.03	.18	(I-D) (UP) (†) (J) (2¢, 8¢w) (108)	John M. O'Connell					
STERLING 9,000 (C. Z.)	Advocate (e) 6,893	.05	.10	(I) (AP) (ROP-1) (†) (J) (5¢) (108)	Advocate Pub. Co., Inc. Zina R. Woodring, Pres.-Pub.	A. M. Biggerstaff		J. W. Woodring George W. Moore (em)	Clarence E. Wood	C. E. Hayne (ma)
TRINIDAD 13,000	Chronicle-News (e) 3,011	.04	...	(I) (AP) (J) (5¢, 15¢w) (56)	Chronicle-News Pub. Co. Joseph G. Wheeler, Pub.	F. E. Winsor	F. E. Winsor	Jos. G. Wheeler (bm) Jim Weeden, Jr. (em)	J. G. Wheeler Carmen Kimball (cl)	Martin Berzano (ma)
	Light (m ex M.) 3,903	.035	...	(I) (UP) (†) (2¢) (108)	E. S. Maio, Pub.	J. M. O'Conner		E. L. Maio (bm) B. F. Hackett (em)	J. R. Havill	S. R. Maio (ma)
WALSENBURG 4,700	World-Independent (e ex Sat.) 2,442	.03	.12	(UP) (J) (3¢, 8¢w) (108)	Consolidated Pub. Co. C. O. Unfug, Pub.	James Madison	James Madison (ce-sp)	Jas. Madison (gm-bm) Helen Tesitor (em)	Thomas McGowan	Thomas McGowan J. Dinise (ma)

CONNECTICUT

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
ANSONIA 19,210 47,222 (ABC City)	Sentinel (e) 8,867	.06	.07	(R) (AP) (†) (J) (4¢, 18¢w) (55)	Emerson Bros., Inc. Howard F. Emerson, Pres. L. L. Desaulniers, Pub.	Joseph F. Sexton	Alcott Peck (sp)	L. L. Desaulniers (gm-bm) M. V. Ward (em)	L. L. Desaulniers	Jos. Bussmann (ma)
BRIDGEPORT 210,000	Herald (S) 84,147	.20	.25	(I) (UP) (ROP-3) (†) (10¢) (65)	Herald Corp. Leigh Danenberg, Pres. Pub.	Leigh Danenberg Al Jackson	Thos. Murphy Robt. Wilson (sp)	Leigh Danenberg (gm-bm) Henry Rosen (em)	August J. Miller	August J. Miller (apm) Harold Buckley (ma)
	Post (e) 67,524	...	...	(I) (AP, UP, INS) (†) (mer) (3¢, 18¢w, 10¢S) (14)	Post Pub. Co. Geo. C. Waldo, Pres.	Geo. C. Waldo C. J. McGill	A. H. Lyon Joe Kraynik (sp-m) Ed Shugrue (sp-e) T. E. Mann (Su)	Ray Flicker T. A. D. Weaver (bm) S. N. Rosoff (em)	F. D. Leonard L. R. Breen (n) A. J. Carrano (cl)	
	Telegram (m) 14,711	...	...							
	Combined daily (me) 82,235	.15	.15							
	Post (S) 34,079	.09	.15							
BRISTOL 40,050	Press (e) 7,988	.04	.10	(I-R) (AP) (†) (J) (3¢, 18¢w) (32)	Bristol Press Pub. Co. Arthur S. Barnes, Pres.-Pub.	G. Stephen Potwin Arthur S. Barnes	Clarkson S. Barnes Louis Backman (sp)	Arthur S. Barnes E. B. Barnes (bm) V. I. Conopask (em)	F. K. Swales E. Bartlett Barnes (n) John Comerford (cl)	E. Bartlett Barnes F. K. Swales (apm) E. Gordon Stocks (ma)
DANBURY 27,492	News-Times (e) 11,499	.06	.10	(I) (AP) (†) (4¢, 24¢w) (69)	Danbury News-Times Co., Inc. Wm. A. White, Sr., Pres. Frank P. Rollins, Pub.	John E. Horan	Curtiss A. Wilson (sp)	Frank P. Rollins (gm-bm) Frank S. Stevens (em)	L. E Palrtowits	Wm. J. Stevens (ma)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
GREENWICH 35,500	Time (e ex Sat.)	3,870	.04	.12	(I) (UP) (†) (5¢, 25¢w) (97)	Greenwich Pub. Co. Albert W. Johnston, Pres.-Pub.	Niver W. Beaman Ted Yudain	Bernie Yudain C. A. Pirro (sp)	Niver W. Beaman Neal W. Phillips (bm) J. V. Connor (cm)	Thos. LiVolsi N. W. Phillips (n)	J. Hundermark (ms)
HARTFORD 200,000 300,000 (Met. Hartford)	Courant (m)	40,586	.13	...	(R) (AP) (†) (J) (4¢, 10¢S) (42)	Courant Co. Henry H. Conland, Pres.-Pub.	Maurice S. Sherman Geo. E. Stansfield	Wm. J. Lee (sp) H. Viggo Andersen (Su)	P. Frederick Viets (cm).	Arthur B. Lincoln C. Kenneth Ward (cl)	.....
	Sunday edition (S)	81,195	.19	...							
	Times (e)	79,250	.17	.30	(I-D) (AP, UP, INS) (†) (4¢, 20¢w) (71)	Hartford Times, Inc. Frank E. Gannett, Pres. Francis S. Murphy, Pub	Chas. C. Hemenway Ward Duffy	Max Farber Arthur McGinley (sp)	Francis S. Murphy D. R. Daniel (bm) Norman Johnson (cm)	D. R. Daniel J. F. Weyand (loc) R. C. Wardner (n) Paul Fitchner (cl)	Joseph F. Weyand Bernard Garrity (ms)
					(Note: Classified: 17¢ per line for classified display.)						
MANCHESTER 26,000	Herald (e)	7,203	.04	.13	(I-R) (AP) (†) (3¢, 6¢w) (60)	Herald Ptg. Co., Inc. Thos. Ferguson, Pres.-Pub.	Alan H. Olmstead R. H. Ferguson	R. H. Ferguson J. E. Dwyer (sp)	Thos. Ferguson Leon A. Thorp (cm)	Leon A. Thorp	R. H. Ferguson L. A. Thorp (apm) Fred Hartenstein (ms)
MERIDEN 41,000	Journal (e)	7,603	.04	...	(I) (AP) (3¢, 18¢w) (60)	Journal Pub. Co. F. E. Sands, Pres.-Pub.	F. E. Sands Walter Allen	Lewis Allen Samuel Cohen (sp)	C. H. Tryon Robt. L'Heureux (cm)	S. H. Wendover C. H. Tryon (n)	E. Woollen (ms)
	Record (m)	11,633	.04	.12	(I-R) (AP) (†) (3¢, 18¢w) (42)	Republican Pub. Co. T. H. Warnock, Pres.	Thos. H. Warnock	Hugh J. Lee C. F. Burton (sp)	Wayne C. Smith (gm-bm) Arthur E. Owen (cm)	Wayne C. Smith H. Wales Lee (n) Elizabeth Sembler (cl)	H. Wales Lee A. Barton Steele (ms)
MIDDLETOWN 28,500 34,097 (ABC City)	Press (e)	12,124	.055	.104	(I) (UP) (†) (3¢, 18¢w) (60)	Press Pub. Co. Elmer S. Hubbell, Pres.-Pub.	Fred N. Smith	E. A. V. Gustafson B. O'Rourke (sp)	Edward J. McNulty (bm) Earl Alquist (cm)	Nelson A. Demers	D. L. Stevens (ms)
NAUGATUCK 15,388	News (e)	3,176				News Co., Inc. C. L. Klein, Pres.	C. J. Baxter E. J. Ahern	John J. Daly	S. C. Fischer (bm) J. F. Smith (cm)	J. F. Smith	Chas. Kohn (ms)
NEW BRITAIN 80,000	Herald (e)	22,195x	.08	.15	(I) (UP, AP) (3¢, 18¢w) (100)	Herald Pub. Co. Johnstone Vance, Pres. R. C. Vance, Pub.	Johnstone Vance	A. E. McEvoy Gerald P. Cream (sp)	Robt. C. Vance H. M. Peterson (bm) J. F. Crowley (cm)	M. J. Smith H. M. Peterson (n) Jeannette Case (cl)	R. C. Vance Geo. Lawson (ms)
NEW HAVEN 174,251	Journal-Courier (m)	23,674	.08	.13	(I) (AP) (†) (3¢, 18¢w) (60)	Carrington Pub. Co. C. K. Thompson, Pres. Everett B. Harvey, Pub.	Dwight C. Eckerman Arthur J. Sloane	Karl J. Dalquist Wm. M. Harding (sp)	Everett B. Harvey (gm-bm) Frank R. Bruening (cm)	Michael H. Wren John Yaeger (cl)	.....
	Register (e)	77,042	.175	....	(I) (AP) (†) (2¢, 15¢w) (60)	John Day Jackson, Pub.	John Day Jackson Roger A. Connolly	A. H. Marshall D. F. Mulvey (sp) Henry W. Jackson (Su)	R. S. & J. H. Jackson (asst. to pub.) W. H. Cullum (bm) W. B. Mills (cm)	G. R. Gould (adv. dir.) L. S. Jackson (n) L. B. Robinson (cl)	W. B. Mills (pm)
	Sunday edition (S)	77,042	.175	....							
					(Note: Circulation shown is Daily and Sunday Combined Average.)						
NEW LONDON 40,000	Day (e)	18,133x	.07	.15	(I-R) (AP) (†) (4¢, 24¢w) (42)	Day Pub. Co.	Geo. E. Clapp (me)	Col. A. Ligourie John De Gange (sp)	O. G. Andrews John H. Shea, Jr. (cm)	Chas. J. O'Connor O. G. Andrews (n)	.....
NORWALK 45,000	Hour (e)	10,110	.06	.12	(I) (AP) (†) (3¢, 24¢w) (60)	Hour Pub. Co. Nellie M. Thomas, Pres.	Sidney A. Bedient	David A. Morrissey Williard Williams (sp)	Chas. E. Kellogg (gm-bm) A. H. Backus (cm)	William Clark Anna H. Backus (n) R. B. Gillespie (cl)	.....
	Sentinel (e)	7,104	.04	.10	(I) (INS) (†) (3¢, 24¢w) (18)	Sentinel Pub. Co. Le Roy D. Downs, Pres.-Pub.	Le Roy D. Downs	Cecil Bridge (sp)	Le Roy D. Downs Louis Hammond (cm)	E. R. Snell M. B. Taylor (n)	R. Booth (ms)
NORWICH 25,000	Bulletin (m)	17,905	...	...	(R)	Bulletin Co., Inc. Harrison C. Noyes, Pres. William H. Oat, Pub. C. C. Oat (asst. pub.)	Harvey M. Briggs	C. F. Whitney (m) Ellsworth Cramer (e) Myles E. Standish (sp-m) James V. Pedace (sp-e) Thos. Winters (sp-S) H. M. Briggs (Su)	Wm. H. Oat Clifford C. Oat (bm) H. C. Noyes (cm)	William H. Oat C. C. Oat (cl)	R. D. Love (ms)
	Record (e ex Sat.)	3,722	...	...	(I-D) (AP) (J) (2¢, 5¢S) (none)						
	Combined daily (me)	21,627	.10	.16							
	Record (S)	12,744	...	...							
	Morning & Sunday (mS)	30,649	.10	.16							
STAMFORD 63,000	Advocate (e)	15,564	.07	.07	(I-R) (AP) (†) (4¢, 25¢w) (60)	Gillespie Bros., Inc. W. F. Gillespie, Pres. K. Gillespie, Pub.	Kingsley Gillespie Martin T. Kane	E. R. McCullough T. Carter Dodd (sp)	Kingsley Gillespie (gm-bm) H. C. McKeon (cm)	E. W. Davis Verne T. Coxen (cl)	Chas. Engel (ms)
TORRINGTON 26,988	Register (e)	8,100	.05	.10	(I-R) (AP) (†) (J) (5¢, 20¢w) (60)	Torrington Ptg. Co. Geo. W. Peterson, Pres.-Pub.	Geo. W. Peterson	W. Gisselbrecht	Geo. W. Peterson J. W. Peterson (bm-cm)	James W. Peterson	John E. Potter (ms)
WATERBURY 104,000	Democrat (e)	10,313	.05	.12	(I-D) (UP) (†)((J) (4¢, 20¢w) (60)	Waterbury Democrat, Inc. E. Vincent Maloney, Pres.-Pub.	E. Vincent Maloney	Wm. T. Farrington John Cluney (sp)	E. V. Maloney John A. Hayden (bm) Peter B. Lynch (cm)	Henry Dowling John Hahn (cl)	.....
	Republican (m)	17,572	...	...							
	American (e)	23,042	...	...							
	Combined daily (me)	41,414	.12	.10	(I-R) (AP) (†) (4¢, 20¢w) (42)	American-Republican, Inc. Wm. J. Pape, Pres.-Pub.	E. R. Stevenson R. J. Fanning (me-e) W. W. Vosburg (me-m)	Edw. L. Fay (e) John J. Daly (m) J. C. Kelly (sp-e) Wm. O'Donnell (sp-m) Miss M. J. Cullen (Su)	J. H. Darcey W. B. Pape (bm) J. H. Rowett (cm)	Fred'k. H. McNamara Kenneth M. Carter (n) L. A. Kenny (cl)	K. M. Carter George Benjamin and B. A. Dupuy (ms)
	Republican (S)	26,611	...	...							
	Evening & Sunday (eS)	50,453	.12	.10							
WILLIMANTIC 14,000	Chronicle (e)	....	...	.035	(I) (UP, INS) (†) (J) (3¢, 20¢w) (60)	Chronicle Ptg. Co., Inc. H. N. Bullard, Pres.	R. W. Downer	.....	H. N. Bullard	H. N. Bullard	Chas. Dorr (ms)
WINSTED 9,800	Citizen (e)	2,348	.12	.12	(I) (UP) (J) (4¢, 16¢w)	Citizen Ptg. Co. D. L. Vaill, Pres.	T. A. Haggerty	T. A. Haggerty	Theodore Vaill	Theodore Vaill	W. Wesley Jarvis (ms)

THE CANONS OF JOURNALISM

Ethical Rules Adopted by the American Society of Newspaper Editors on April 28, 1923, and Since Endorsed by Many State Associations and Other Groups of Journalists

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism, these canons are set forth:

(1) **Responsibility**—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

(2) **Freedom of the Press**—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right by law, including the wisdom of any restrictive statute. To its privileges under the freedom of American institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

(3) **Independence**—Freedom from all obligations except that of fidelity to the public interest is vital.

A. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of the claims to value as news, both in form and substance.

B. Partisanship in editorial comment which knowingly departs from the truth does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

(4) **Sincerity, Truthfulness, Accuracy**—Good faith with the reader is the foundation of all journalism worthy of the name.

A. By every consideration of good faith, a newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness, or accuracy within its control, or failure to obtain command of these essential qualities.

B. Headlines should be fully warranted by the contents of the articles which they surmount.

(5) **Impartiality**—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretations.

(6) **Fair Play**—A newspaper should not publish unofficial charges affecting reputation or moral character, without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

A. A newspaper should not invade rights of private feelings without sure warrant of public right as distinguished from public curiosity.

B. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

(7) **Decency**—A newspaper cannot escape conviction of insincerity if, while professing high moral purpose, it supplies incentives to base conduct, such as are to be found in details of crime and vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

Hartford, Conn.

. . . a market that is

BASICALLY SOUND

War or peace, depression or prosperity, Hartford has always been recognized as a sound, responsive market. Because of the diversification of its many important industries, its great insurance companies, its State Government offices, and its fertile agricultural areas, Hartford has provided steady employment for thousands, regardless of conditions which faced the nation or the world.

Today we could print figures and graphs which would depict the tremendous gains in employment, payrolls, retail sales, and other business activities that World War II with its better than a billion and a half dollars in war contracts has brought to this busy community.

Like everyone else, we hope that the great conflict will be over before this Year Book has outlived its usefulness. Meantime, we want you to think of Hartford not alone for what it is today, but for what it has demonstrated itself to be in the past under the most adverse conditions, and what it will be in the future—a rich, stable, BASICALLY SOUND market whose people are responsive to good advertising and who like to buy known brands of merchandise. Keep your name and your message before them whether you now manufacture anything for civilian use or not. Then when Victory is ours and conditions again approach normalcy, you will be sure that your customers of yesterday and today will also be your customers of tomorrow in one of America's great markets, Hartford.

Today you can buy better than 80,000 net paid A.B.C. circulation in The Hartford Times for 17c per line. This is the same rate paid seven years ago for less than 60,000 circulation.

A bonus of more than 20,000 copies daily and a real advertising value.

The Hartford Times

A GANNETT NEWSPAPER

J. P. McKINNEY & SON, National Representatives, New York, Chicago, San Francisco

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

DELAWARE

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
WILMINGTON	Journal-Every Evening									
113,000	(e) 80,008	...	...	(I) (AP, UP, INS) (†) (mer) (3¢, 18¢w) (100)	News-Journal Co. Henry T. Claus, Pres.-Pub.	Clement B. Hallam (exec ed) Chas. E. Gray (me-m) E. F. Cunningham (me-e)	Carl T. Wise (m) Harris Samonisky (e) J. J. Brady (sp-m) B. Greenstein (sp-e)	Wm. F. Metten (bm) R. Sturman (cm)	C. J. Pyle Harry Harbison (n) Margaret R. Cadwell (cl)	W. Murray Metten (pm) H. Berg (ms)
	Morning News (m) 15,539	...	...							
	Combined daily (me) 95,545	.16	.13							
	Star (S) 10,686	.065	...	(I) (UP) (J) (8¢) (52)	Star Pub. Co. Jos. H. Martin, Pres.-Pub.	Joseph H. Martin	W. B. Freunsch A. R. Abrahams (sp)	David Field (bm) Patrick Morgan (cm)	H. P. Warrington	W. T. Eliason (ms)

DISTRICT OF COLUMBIA

City Population	Name of Newspaper, Circulation	Nat.	Classified	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Promotion Manager
WASHINGTON	News									
859,000	(e) 97,148	.22	.10	(I) (UP) (ROP-3) (†) (3¢, 10¢w) (95)	Daily News Co. Scripps-Howard Nspprs. Earl D. Baker, Pres.	John O'Rourke Aubrey Graves	Charles Stevenson Garrett Waters	E. D. Baker (bm) R. F. Mack (acting cm)	Matt Meyer (ad dir) Tom Griffin (n) W. R. Transue (cl)	C. Kemno T. R. DePeugh (ms)
1,274,000 (Met. Area)										
	Post (m) 157,764	.33	.22	(I) (AP, INS, NYHT) (ROP-1) (†) (3¢ city, 5¢ other, 10¢S; 18¢w-d & S, city; 25¢w-d & S, other) (85)	Eugene Meyer, Pub.	Eugene Meyer Alexander F. Jones	John J. Rissling Ben Dulaney (sp) Christine Sadler (Su)	C. C. Boysen (comptl) F. R. Harrison (treas) Maxfield Lund (cm)	D. M. Bernard (ad dir) M. P. Trippe (los) Jack M. B. Sacks (n) R. C. O'Donnell (cl)	R. Blumberg T. J. Weir (ms)
	Sunday edition (S) 148,642	.33	.22							
					(Note: Open rates shown)					
	Star (e) 177,461	.35	.35	(I) (AP) (*S) (3¢, 10¢S; 18¢w-d&S) (22-66)	Eve. Star Newspaper Co. Frank B. Noyes, Pres.	Theo. W. Noyes Herbert Corn	I. William Hill Denman Thompson (sp) Hudson Grunewald (Su)	Fleming Newbold (bm) Galt Burns (cm)	Leroy W. Herron Henry Bailey (n) Neville Miller (cl)	Chas. Ruth (ms)
	Sunday Star (S) 178,343	.35	.35							
	Times-Herald daily 220,233	.35	.175	(UP, RA, INS, CT-NYN) (ROP-1) (†) (3¢, 10¢S) (70)	Eleanor M. Patterson, Pub.	Eleanor Patterson Geo. A. DeWitt	Garvin Tankersley Geo. A. Garner (sp) Howard Denby (Su)	W. C. Shelton H. A. Robinson (cm)	H. R. Weaver A. A. Howard (n) C. Minnis (cl)	G. R. Titus J. I. Belt (ms)
	Times-Herald (S) 233,426	.42	.175							

FLORIDA

City Population	Name of Newspaper, Circulation	Nat.	Classified	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Promotion Manager
BRADENTON	Herald									
8,500	(e ex Sat.) 4,243	.04	.12	(D) (AP) (†) (J) (5¢, 20¢w) (103)	Bradenton Herald Co. A. H. Chapman, Pres.-Pub.	Robert W. Bentley J. B. Cheshire	Lester Finney Ralph Warner (sp)	Robt. W. Bentley J. H. Posey (cm)	E. S. Easterling (n) Irma Baldwin (cl)	C. A. Brasch (ms)
	†4,399	...	...							
	Sunday edition (S) 4,257	.04	.12							
	†4,447	...	...							
CLEARWATER	Sun									
10,136	(e) 4,244	.04	.10	(D) (AP) (5¢, 15¢w) (86)	Clearwater Pub. Co. Victor H. Morgan, Pub.	Victor H. Morgan Ralph M. Sumner	N. W. Petree (co-sp)	Victor H. Morgan (bm) W. Paul Harris (cm)	W. Paul Harris W. T. Wilson (cl)	O. H. Owen (ms)
	†4,320	...	...							
	Sunday edition (S) 4,244	.04	.10							
	†4,320	...	...							
DAYTONA BEACH	Journal									
28,000	(m ex M.) 7,259	...	...							
	†5,519	...	...							
	News (e) 8,762	...	...	(I) (AP, INS) (ROP-3) (†) (5¢, 10¢ Su, 30¢w, meS) (105)	News-Journal Corp. Julius Davidson, Pres.-Pub.	Cecil Eastman (assoc. ed) Fred. Booth (m) Robt. Hunter (e)	Benny Kahn (sp)		Julius Davidson	F. C. Brasier (ms) Chas. White (ms)
	†6,794	...	...							
	Combined daily (me) 16,021	.10	.20							
	†12,313	...	...							
	Sunday edition (S) 6,918	.10	.20							
	†10,125	...	...							
DELAND	Sun News									
8,500	(e) 2,493	.04	.06	(UP) (†) (5¢, 17¢w) (55)	DeLand Pub. Co. Jack W. Gore, Pres.	Frances Hofrelter		T. S. Brooks	E. B. Dunn	F. L. Inman (ms)
FT. LAUDERDALE	News & Sentinel									
20,000	(e) 4,997	.045	.12	(I-D) (AP) (†) (5¢, 15¢w) (55)	Gore Pub. Co. R. H. Gore, Pres. J. W. Dickey, Pub.	E. F. Peterman (ms)	Norma Prescott Carl Olander (sp)	J. W. Dickey Wm. Hunsche (cm)	John B. Walker Oscar Smith (cl)	F. W. Pyles (ms)
	†5,061	...	...							
FT. MYERS	News-Press									
15,000	(m) 5,306	.04	.10	(D) (AP) (J) (5¢, 25¢w) (103)	News-Press Pub. Co. Carl Hanton, Pub.	Carl Hanton Robt. Pepper	Ronald Halgrim Johnny Maker (sp)	Carl Hanton C. F. Perry (bm) W. S. Martin (cm)	Ben Pate Byron Stout (cl)	Robt. Bryan (ms)
	†5,214	...	...							
	Sunday edition (S) 5,308	.04	.10							
	†5,214	...	...							
FT. PIERCE	News-Tribune									
5,040	(e ex Sat.) 2,862	.035	...	(I) (AP) (†) (J) (5¢, 15¢w) (34)	News-Tribune, Inc. John F. Enns, Pres. Paul G. Enns, Pub.	H. B. Moore (ms)	C. S. Miley	P. G. Enns (bm) David Harrison (cm)	H. B. Moore Virginia Harrison (cl)	R. Johnson (ms)
	†3,175	...	...							
	Sunday edition (S) 2,904	.035	...							
	†3,215	...	...							
GAINESVILLE	Sun									
16,000	(e ex Sat.) 4,639	.035	.12	(D) (AP) (†) (J) (5¢, 10¢w) (65)	Pepper Ptg. Co. Mrs. W. M. Pepper, Pres. L. C. Pepper, Pub.	L. C. Pepper	Ashton Wing Chas. Bosorth (sp)	L. C. Pepper L. M. Shannon (bm) W. M. Torlay (cm)	Wesley Knadle Merle Stevens (cl)	T. E. Paige (ms)
	†4,639	...	...							
	Sunday edition (S) 4,639	.035	.12							
	†4,639	...	...							

All Florida newspapers carry two sets of figures. The first is for the period ending Sept. 30, 1942, and the second which carries a dagger is for the period ending March 31, 1942. Non ABC papers carry similar figures. The first is for period ending Sept. 30, 1942, the second which carries a dagger are sworn statements for March 30, 1942.

THE GRIDIRON CLUB, WASHINGTON

OFFICERS FOR 1943

President, Lewis Wood; Vice-President, O. O. Gridley; Secretary, J. Harry Cunningham; Treasurer, Charles G. Ross; Historian, Ernest G. Walker.

ACTIVE MEMBERS

Adams, H. Phelps, The New York Sun.
Alford, Theodore C., Kansas City Star.
Bell, Ulric, Louisville Courier Journal.
Bennett, Ira E., 1614—19th St., N.W.
Berryman, C. K., Washington Evening Star.
Berryman, James, Washington Evening Star.
Brandt, Raymond P., St. Louis Post-Dispatch.
Brown, Ashmun N., Providence Journal.
Brown, George Rothwell, King Features.
Brown, Harry J., Salt Lake Tribune
Buel, Walker S., Cleveland Plain Dealer.
Catledge, Turner, Chicago Sun.
Childs, Marquis W., St. Louis Post-Dispatch.
Clapper, Raymond, Scripps - Howard Newspapers.
Cunningham, J. Harry, The Willard Hotel.
Drummond, J. Roscoe, Christian Science Monitor.
Durno, George, International News Service.
Ervin, Morris D., Cincinnati Times-Star.
Field, Carter, Bell Syndicate.
Fleming, Dewey L., Baltimore Sun.
Falliard, Edward T., Washington Post.
Foote, Mark, Booth Newspapers.
Gableman, Edwin W., Cincinnati Enquirer.
Gridley, Charles O., Chicago Sun.
Groves, Charles S., The Boston Globe.
Harkness, Richard L., Philadelphia Inquirer.
Hayden, Jay G., Detroit News.
Henle, Raymond Z., Pittsburgh Post-Gazette.
Henning, Arthur S., Chicago Tribune.
Karig, Walter, Newark Evening News
Keyser, Charles P., 1620 Decatur St., N.W.
Krock, Arthur, The New York Times.
Leach, Paul R., The Chicago Daily News.
Lincoln, G. Gould, Washington Evening Star.
Markham, Edgar, 7703 13th St., N.W.
McNeil, Marshall, Houston Post.
Michelson, Charles, National Press Building.
Murphy, William C., Philadelphia Inquirer.
Mylander, W. H., Toledo Blade.
Ross, Charles G., St. Louis Post-Dispatch.
Shoop, Duke, Kansas City Star.
Simpson, Kirke L., The Associated Press.
Stokes, Thomas L., Scripps-Howard Newspapers.
Sullivan, Mark, N. Y. Herald Tribune Syndicate.
Talburt, Harold M., Washington Daily News.
Thistlethwaite, Mark, The Indianapolis News.
Timmons, Bascom, Houston Chronicle.
Walker, Ernest G., 3313 O St., N.W.
Wheaton, Warren, Chicago Sun.
Wilson, Lyle C., United Press Assns.
Wilson, R. L., Des Moines Register and Tribune.
Wood, Lewis, The New York Times.
Wright, James L., The Buffalo Evening News.

LIMITED MEMBERS

Brahany, Thomas W., 729—15th St.
Branson, Capt. Taylor, 2101 N. Hamp. Ave., N.W.
Cunningham, J. Maxson, 1315—14th St., N.W.
East, Fred, 1710 Lanier Pl., N.W.
Morsell, Tudor, 6317 Conn. Ave., N.W.
Myers, George A., National Press Building.
Pierce, A. B., 3034 Rodman St., N.W.
Preston, James D., 4724—15th St., N.W.
Raymond, William F., 712 Varnum St., N.W.
Santalman, Capt. William F., Marine Barracks.
Small, John H., 1501 Conn. Ave., N.W.
Steffe, Edwin C., 1001—15th St., N.W.
Tittmann, Charles T., 1716 Conn. Ave., N.W.
Wilson, George H., 2114 O St., N.W.
Xander, Henry, The Shoreham.

ASSOCIATE MEMBERS

Armstrong, Robert B., National Press Bldg.
Barry, Robert, 120 Broadway, N. Y. C.
Bell, Ulric, National Press Bldg.
Blythe, Samuel G., Monterey, Calif.
Bragman, Harold, Wilmington, Del.
Bryant, H. E. C., Charlotte News, Wash., D. C.
Canham, E. D., Christian Science Mon., Boston.
Choate, Robert B., The Boston Herald.
Crist, H. M., Vineyard Haven, Mass.
Dodge, Arthur J., The Portner Apts.
Gavit, John P., 1170 Fifth Ave., N. Y. C.
Ginter, R. M., The Sherman Apts.
Goodwin, Mark L., Box 1193, Austin, Tex.
Hodges, Paul, Washington, D. C.
Joslin, Theo. G., 9410 Nemours Bldg., Wilmington, Del.
Keen, Ed. L., Piqua, Ohio.
Kilgore, Bernard, Wall Street Journal.
Kirchhofer, A. H., Buffalo Evening News.
Lane, Robert R., Newark Evening News.
Mellett, Lowell, Quaker Lane, Alexandria, Va.
Norton, Robert L., The Boston Post.
O'Brien, Robert L., The Highlands, Wash., D. C.
O'Laughlin, John C., Army & Navy Journal.
Patchin, Robert H., 7 Hanover Sq., N. Y. C.
Price, Byron, Director of Censorship, Washington, D. C.
Roberts, Roy A., Kansas City Star
Ryan, John P., 52 Broadway, N. Y. C.
Sinnott, Arthur J., Newark Evening News.
Smith, Robert B., Westmoreland Hills, Md.
Suydam, Henry, Newark Evening News.
Tiller, Theo., 3409 Mt. Pleasant St., Washington, D. C.
Thurston, Elliott, 1804—45th St., N.W.
Waltman, Franklin, Jr., 3700 Mass. Ave., N.W.
Warner, Albert L., War Dept., Washington, D. C.
Wiggins, J. R., St. Paul Pioneer Press, St. Paul.
Wilcox, Grafton S., New York Herald Tribune.
Young, John Russell, District Bldg., Wash., D. C.

MR. ADVERTISER GOES TO WASHINGTON

...and goes all the way in The Star!

The Star reaches most everybody in Washington . . . and in Washington almost everybody is important.

Some advertisers attempt to sell their story by impressing the "Big Names" alone. But that is going only part of the way. Your message in *The Star* does far more than impress merely a selected segment of the most important people in the world . . . it *goes all the way* into a Washington in which *every* man and woman is a potential influence, and to whom *The Star* is a preferred newspaper.

You add *impact* to your advertising when it appears in *The Star.* You back up your message with circulation dominance and reader confidence shared by those who make the decisions and those who influence them.

Everybody in Washington Who IS Anybody Reads

The Evening Star

With Sunday Morning Edition

WASHINGTON, D. C.

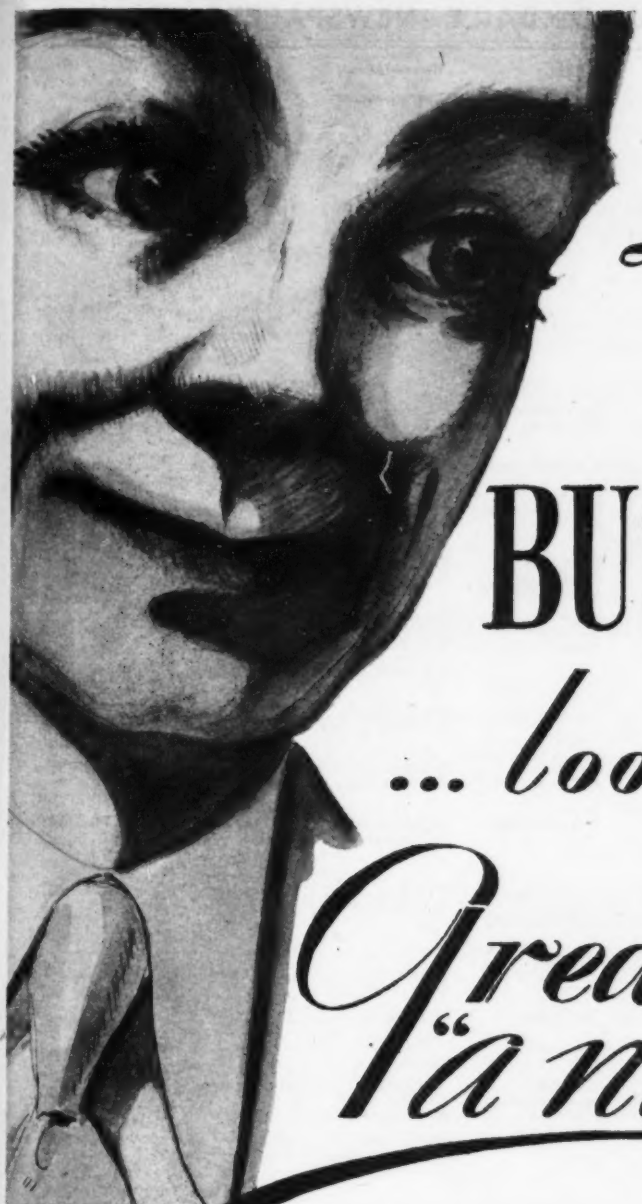
New York Office: **Dan A. Carroll**
110 E. 42nd St. AShland 4-8690

Chicago Office: **J. E. Lutz**
Tribune Tower. Superior 4680

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
JACKSONVILLE 262,000	Florida Times-Union (m) 90,832 †95,321	.18	.25	(I-D) (AP, UP) (ROP-3) (†) (5¢, 10¢S, 25¢w) (90)	Florida Pub. Co. Willis M. Ball, Pres.	Willis M. Ball P. M. Ball		J. M. Elliott (bm) J. B. Lee (cm)	W. B. Goodloe (n)	
	Sunday edition (S) 102,074 †103,914	.20	.25							
	Journal (e) 49,590 †50,007	.12	.18	(I) (AP) (†) (5¢, 20¢w) (87)	Metropolis Co. John H. Perry, Pres. Norvin S. Veal, Pub.	Gold. V. Sanders Harold S. Cohn	Jas. F. Massey Walter C. Lynch (sp)	Norvin S. Veal W. A. Woolington (cm)	Geo. B. Tobi Millard P. White (n) C. W. Yeager (el)	R. N. Dow (ms)
KEY WEST 30,000	Citizen (e) 2,745 †2,688	.04	.06	(I-D) (†) (J) (5¢, 20¢w) (none)	Citizen Pub. Co. L. P. Artman, Pres.-Pub.	L. Grillion	Sam Harris	L. P. Artman Geo. Laird (cm)	T. H. Frazier	P. Curry (ms)
LAKELAND 23,000	Ledger (e ex Sat.) 7,474 †7,808	.06	.06	(D) (AP) (5¢, 20¢w) (103)	Ledger Pub. Co., Inc. Jay C. Smith, Pres.	Harris G. Sims E. P. Thomas	Miss Gene Cox N. F. Lavigne (sp)	Jay C. Smith (bm) W. J. Abram (cm)	Wm. J. Porter	A. J. Trueblood (ms)
	Sunday edition (S) 7,771 †6,014	.06	.06							
LAKE WORTH 7,048	Leader (e) 2,409 †2,227	.04	...	(I-D) (UP) (†) (J) (5¢) (none)	Kenneth M. Hawks	Helen M. Hawks	Helen M. Hawks Chas. De Vault (sp)	E. C. McDougall (cm)	Curtis H. Miller	Byron P. Watts (ms)
MIAMI 292,000	Herald (m) 85,077 †102,088	.22	.30	(I-D) (AP, UP, INS, APWP) (ROP-1) (†) (5¢, 10¢S, 25¢w) (100)	Herald Pub. Co. John S. Knight, Pres.-Pub.	John D. Pennekamp (me) Lee Hills (news ed)	Ned Aitchison Everett Clay (sp)	J. H. Barry James L. Knight (bm) H. T. Troetsehel (cm)	John T. Watters N. N. Songer (n) M. F. Self (el)	H. B. Reese (pro) W. B. Sandlin (ms)
	Sunday edition (S) 95,527 †112,288	.22	.30							
	News (e) 48,516 †61,637	.15	.15	(AP, UP, INS) (ROP-1) (†) (5¢, 10¢S, 25¢w) (93-12)	Daily News, Inc. Gov. James M. Cox, Pres.	Hoke Welch (me)	James Burns Guy Butler (sp) William Waters (Su)	D. J. Mahoney (vp-gm) Chas. T. Coffin (bm) Clark Farber (cm)	Geo. Thorpe C. C. Reakirt (n) Jack Whetstone (el)	C. Thomas (ms)
	Sunday edition (S) 45,251 †54,597	.15	.15							
MIAMI BEACH 30,000	Tropics (e) 8,692	.10	...	(I) (INS) (2¢, 15¢w) (65)	Miami Beach Pub. Co. John D. Montgomery, Pres.-Pub.	John D. Montgomery Parks Rusk	Harry P. Sullivan	Herbert S. Gimbel (bm) Alfred Taylor (cm)	Delmar J. Fugle	Edward F. Ritter (ms)
	Sunday edition (S) 8,692	.10	...							
OCALA 11,000	Banner (m ex M.) 3,786 †3,789	.025	.06	(D) (UP) (†) (J) (5¢, 15¢w) (24)	Ocala Banner, Inc. Frank Harris, Jr., Pres.	Herbert McNeal	Herbert McNeal (sp)	Frank Harris, Jr. (bm) T. F. Folks (cm)	T. F. Folks Helen Newson (cl)	Jack Whaley (ms)
	Sunday edition (S) 3,786 †3,789	.025	.03							
	Star (e) 3,793 †3,806	.025	.15	(D) (AP) (†) (J) (5¢, 15¢w) (103)	Star Pub. Co. M. A. Bittinger, Pres. H. D. Leavengood, Pub.	R. N. Dosh	Louis Chazal	H. D. Leavengood (gm) P. Clements (cm)	S. McDowell	S. T. McDowell (ms)
ORLANDO 36,736	Sentinel (m) 14,892 †16,516	...	...	(I-D) (AP, UP) (ROP-3) (5¢, 10¢S, 25¢w) (103)	Orlando Daily Newspapers, Inc. Martin Andersen, Pres.-Pub.	Warren Roberts (mS) J. C. Brossier (e) C. P. Brossier (me-mS) R. H. Haskell (me-e)	C. P. Brossier (ce-mS) R. H. Haskell (ce-e) Joe Davis (sp-mS) Wyndham Hayward (sp-e)	Martin Andersen Jerome Hagood (bm-cm)	G. W. Newhart Jerome Hagood (n) M. T. Lawrence (el)	R. T. Mills (ms)
	Reporter-Star (e) 10,733 †11,437	...	...							
	Combined daily (me) 25,625 †27,953	.12	.24							
	Sunday edition (S) 20,660 †22,219	.12	.24							
PALATKA 7,140	News (e) 3,097 †3,684	.04	.10	(I-D) (AP) (†) (J) (5¢, 15¢w) (none)	Palatka Pub. Co. M. M. Vickers, Pres.	A. Bev. Baker	A. Bev. Baker	A. Bev. Baker Mrs. J. E. Baker (bm) James P. Lamon (cm)	James P. Lamon Mrs. J. E. Baker (el)	Jas. P. Lamon L. A. Wilhite (ms)
PALM BEACH 30,747	News (mS)	...	...	(D) (INS) (J) (5¢) (43)	Davies Pub. Co., Inc. Oscar G. Davies, Pres. (Note: Issued during winter season Dec. 14 to April 12.)	Ruby Edna Pierce	Eugene Bussell (sp)	Ruby Edna Pierce (gm) Paul Schroers (cm)	O. G. Davies	K. Johnson (ms)
PANAMA CITY 35,000	News-Herald (e ex Sat.) 5,277 †3,971	.04	...	(D) (AP) (†) (5¢, 20¢w)	Bay County Publishers, Inc. John H. Perry, Pres. Braden Ball, Pub.	James M. Ross Toni Veverka		Cecil B. Kelley (bm) W. R. Cummins (cm)	Braden Ball (n) L. E. Kelley (el)	R. P. Footman (ms)
	Sunday edition (S) 5,279 †3,971	.04	...							
PENSACOLA 50,303	Journal (m) 18,718 †17,117	...	...	(I) (AP) (†) (5¢, 18¢w-e; 25¢w-m) (87)	News-Journal Co. John H. Perry, Pres. Braden L. Ball, Pub.	Marion T. Gaines Frank Pericola (me-m) Don Hogan (me-e)		R. Friedrichsen (cm)	H. C. Carlson (el)	
	News (e) 16,559 †14,960	...	...							
	Combined daily (me) 35,277 †32,077	.11	.107							
	Sunday edition (S) 22,423 †20,421	.13	.107							
	Evening & Sunday (eS)	...	...							
ST. AUGUSTINE 14,226	Record (e ex Sat.) 4,523 †5,017	.04	.12	(AP) (ROP-1) (†) (5¢, 20¢w) (103)	Record Co., Inc. A. H. Tebault, Pres.-Pub.	Miss Nina Hawkins	Harvey Lopez (ce-sp.) Nina Hawkins (Su)	A. H. Tebault (gm-bm) E. B. Tebault (cm)	W. W. Wilson A. L. Pearre	M. J. Dikin (pm) W. W. Wilson (apm) E. C. Creech (ms)
	Sunday edition (S) 4,523 †5,110	.04	.12							
ST. PETERSBURG 62,000	Independent (e) 11,953 †16,457	.07	...	(I-D) (AP) (ROP-1) (†) (5¢, 15¢w) (103)	Eve. Independent, Inc. L. C. Brown, Pres.	Lew B. Brown A. R. Dunlap	Paul A. Davis Jeff Moshier (sp)	L. C. Brown A. M. Wing (bm) O. L. Richmond (cm)	R. D. Peterson A. Quirk (n) R. E. Goodale (el)	R. D. Peterson J. H Livingston (ms)
	Times (m) 17,979 †23,618	.09	.15	(D) (AP, UP, INS) (ROP-2) (†) (5¢, 10¢S, 25¢w) (103)	Times Pub. Co. Paul Poynter, Pres.-Pub.	Nelson Poynter Tom C. Harris	Stanford Witwer Sanford Stiles (sp) Tom C. Harris (Su)	M. D. Ulrich (gm) Robt. C. Burns (cm)	B. E. Bryan H. R. Dodge (n) J. M. Plaskett (el)	T. C. Harris (ms)
	Sunday edition (S) 19,827 †25,023	.10	.20							
SANFORD 10,100	Herald (e) 1,862 †1,823	...	...	(I-D) (AP) (5¢, 20¢w) (56)	Sanford Herald R. L. Dean, Pres.-Pub.	R. L. Dean	Miss M. Cogburn Willard Connolly (sp)	R. L. Dean Mrs. Laurine Beal (cm)	Mrs. Laurine Beal	Mrs. Laurine Beal Lloyd Harvey (ms)
SARASOTA 14,941	Herald-Tribune (e ex Sat.) 4,641 †5,004	.04	.04	(I) (AP) (ROP-1) (†) (5¢, 20¢w) (103)	Sarasota Newspapers, Inc. George D. Lindsay, Pres.-Pub.	William Coe	Frank Offut	W. Anderson (cm)	E. L. Cartlidge A. M. Fisher (n) C. D. Dillman (el)	E. L. Cartlidge (pm) E. F. Cason (ms)
	Sunday edition (S) 4,641 †5,291	.04	.04							
TALLAHASSEE 16,240	Democrat (e ex Sat.) 5,763 †5,959	.05	...	(I) (AP) (J) (5¢) (103-83)	Capital City Pub. Co. John M. Tapers, Pres.	John Kilgore (me-e) George Anderson (me-m)	W. P. Jones (sp)	J. M. Tapers Robert Jordan (cm)	Teresa M. Myers B. Oxbolt (el)	W. A. Perkins
	News-Democrat (S) 5,763 †5,959	.05	...							
TAMPA 165,000 (Met. Distr.)	Times (e) 32,360 †32,295	.11	...	(I) (AP) (ROP-3) (†) (5¢, 18¢w) (59)	Tampa Times Co. David E. Smiley, Pres.-Pub.	David E. Smiley Edgar Ray	O. W. Moody Woodrow Thompson (sp)	E. W. Sisson (bm) Edgar A. Gwynne (cm)	L. H. Towner J. H. Hampton (n) Theresa Smiley (el)	J. Brooker (ms)
	Tribune (m) 71,326 †71,171	.17	.20	(D) (AP, UP) (ROP-1) (†) (J) (5¢, 10¢S, 25¢w) (93-12)	The Tribune Co. S. E. Thomason, Pres.-Pub.	E. D. Lambright R. W. Simpson	V. M. Newton, Jr. Joseph Bailey (sp) H. E. Schaden (Su)	J. S. Mims J. C. Council (cm)	Truman Green P. J. Gordon (n) Lyman Mallard (el)	B. I. Simmons E. O. Isler (ms)
	Sunday edition (S) 81,665 †82,018	.18	.25							

All Florida newspapers carry two sets of figures. The first is for the period ending Sept. 30, 1942, and the second which carries a dagger is for the period ending March 31, 1942. Non ABC papers carry similar figures. The first is for period ending Sept. 30, 1942, the second which carries a dagger are sworn statements for March 30, 1942.



Looking for BUSINESS? ... look to Greater MIAMI—"A National Market!"

TODAY, MARKETS MUST BE ANALYZED MORE CAREFULLY THAN EVER BEFORE, AS WASTE IS "OUT"!

War production, military training, rationing and general transportation problems have affected markets, media and advertising . . . increasing the value of established metropolitan markets and wanted media.

Such a market is Greater Miami . . . such a medium is The Miami Herald . . . and here's why:

The advent of the Military, both Army and Navy, making Greater Miami one of the largest training centers in the United States, has brought thousands of trainees, officers, their families and friends to the area . . . The Army and Navy payrolls amount to millions of dollars every month.

War production has increased spending power, enormously.

That The Miami Herald, long the established leader in advertising and circulation, continues to show gains in circulation and leadership in advertising are significant facts . . . for retail business is up!

You, too, can get more business by concentrating your advertising program in this wanted medium!

STORY, BROOKS AND FINLEY
National Representatives

The Miami Herald

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
WEST PALM BEACH 33,693	Palm Beach Post (m) 9,576 †11,296 Palm Beach Times (e) 5,796 †7,253 Combined daily (me) 15,374 †18,529 Sunday Post-Times (S) 13,114 †15,833	... ... .10 .10	... ... .15 .15	(I-D) (AP) (†) (5¢, 25¢w) (59)	Palm Beach Publications, Inc. C. Barry Shannon, Pres.-Pub.	Don Merris Thos. E. Penick (e) Hustin V. McMillan (m)	Robert C. Balfe (sp) Hustin V. McMillan (Su)	Jack Deadwyler (cm)	Gene Moore J. D. Hunter (n) Walton L. Bryan (el)	Gene Moore (apm) J. W. Ferguson (ms)
WINTER HAVEN 6,199	Chief (e) 4,563 †4,736	.04	.12	(I) (AP) (†) (J) (5¢) (62)	Florida Chief Pub. Co., Inc. M. J. Lee, Pres.	M. M. Lee L. Hightower (asso-ed)		M. M. Lee L. Hightower (em)	E. D. Bratton L. Hightower (n) Irene Hamilton (cl)	Jack Nelson (ms)

GEORGIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
ALBANY 28,583	Herald (e) 9,948 Sunday edition (S) 9,725	.06 .06	.12 .12	(D) (AP) (ROP-1) (†) (5¢, 20¢w) (105)	Herald Pub. Co., Inc. H. T. McIntosh, Pres.-Pub.	H. T. McIntosh Mrs. L. O. Whiting	James Robinson John Herring	J. A. Davis (gm-bm) H. H. Salyer (em)	J. A. Davis C. D. Townsley Ann Stanford (cl)	W. A. Rachals (ms)
AMERICUS 11,200	Times-Recorder (e) 3,980	.04	.10	(D) (AP) (†) (5¢, 15¢w) (19)	Times RecorderCo.,Inc. Jas. R. Blair, Pres.-Pub.	Jas. R. Blair L. R. Ruth	L. R. Ruth (ce-sp)	James R. Blair(gm-bm). Mrs. E. Walker (em)	J. P. Luther J. R. Blair (n)	J. M. Hambris (ms)
ATHENS 25,000	Banner-Herald (e ex Sat.) 5,543 Sunday edition (S) 5,588	.04 .04	.12 .12	(D) (AP) (†) (3¢, 18¢w) (105)	E. B. Braswell, Pres.-Pub.	H. J. Rowe Dan Magill (asso ed) Bryan Lumpkin (asso ed)	F. M. Williams (sp)	E. B. Braswell John B. Davis (em)	J. I. Groover	R. E. Wilson (ms)
ATLANTA 503,000	Constitution (m) 136,529 Sunday edition (S) 146,537	.25 .27	.20 .20	(AP, INS, NANA) (ROP-1) (†) (5¢, 25¢w) (60)	Constitution Pub. Co. Clark Howell, Pres.-Pub.	Ralph McGill N. S. Noble	Wm. G. Key Jack Troy (sp) Lamar Q. Ball (Su)	H. H. Trotti (bm) H. G. Miller (cm)	Warren Bearden Carol Porter (n) H. H. Haire (cl)	Paul Warwick F. R. Connell (ms)
	Journal (e) 175,085 Sunday edition (S) 231,535	.31 .38	.33 .33	(D) (AP, UP, INS, CDN) (J) (5¢, 10¢S; 20¢w-e; 25¢w-eS) (93-26)	Atlanta Journal Co. John A. Brice, Pres. James M. Cox (Ch. of Bd. & Pub.) James M. Cox, Jr. (Vice Ch. of Board)	John Paschall Wright Bryan	Fred Moore Ed. Danforth (sp) Angus Perkerson (Su)	Geo. C. Biggers Horace Powell (bm) H. B. Wilcox (Secy-Treas.) A. S. Daniel, Jr. (em)	Jas. M. Brumby Sam Dull (asst ad mgr.) Searcy Garvin (cl)	
AUGUSTA 70,000	Chronicle (m) 22,060 Sunday edition (S) 22,352	.08 .08	.18 .18	(D) (AP) (ROP-1) (†) (5¢, 10¢S) (17-26)	Chronicle Pub. Co. William S. Morris, Pres.-Pub.	R. L. M. Parks Frank Hawkins	Tom Wall (sp)	William S. Morris J. T. Webb, Jr. (em)	P. H. Rice, Jr. A. G. Walton (cl)	
	Herald (e) 20,091 Sunday edition (S) 19,410	.08 .08	.08 .08	(I) (AP, UP) (†) (5¢, 10¢S; 25¢w) (105)	Herald Pub. Co. G. R. Boswell, Pub.	Millwee Owens Sam Moss	Sam Moss J. H. Samuel (sp)	G. R. Boswell (gm-bm). J. O. Jones (cm)	J. C. Harrison H. J. Shearer	G. A. Huntington (ms)
BRUNSWICK 15,035	News (e) 5,253	.04	...	(I) (AP) (†) (24)	News Pub. Co. C. H. Leavy, Pres.	C. H. Leavy C. J. Leavy, Jr.	C. R. Sutlive (sp)	C. F. Leavy (bm) J. C. Culpepper (em)	E. T. Thompson	T. H. Missildine (ms)
COLUMBUS 65,000 70,262 (ABC City)	Enquirer (m) 11,516 Ledger (e) 20,041 Combined daily (me) 31,557 Ledger-Enquirer (S) 30,474	... ... .12 .12	... ... .20 .20	(D) (AP) (ROP-1) (†) (5¢, 25¢w) (17)	R. W. Page Corp. A. H. Chapman, Pres.-Pub.	W. C. Tucker (m) Bryan Collier (e) C. F. Hesser (me-e)	Tom Kenny (sp. m) J. Livingston (sp-e) Bryan Collier (Su)	W. E. Page O. L. Randall (em)	R. J. Alander W. E. Page (n) W. E. Douglas (cl)	R. A. Bowles (ms)
CORDELE 8,167	Dispatch (e ex Sat.) 3,193	.03	.10	(D) (AP) (5¢, 15¢w) (none)	Dispatch Pub. Co., Inc. James S. Rivers, Pub.	Peyton Bishop (me)		James S. Rivers Mrs. L. O. White (em)	Peyton Bishop	Crisp Johnson (ms)
DUBLIN 8,000	Courier-Herald (e) 6,591	.04	.10	(UP) (†) (2¢, 15¢w) (19)	Courier-Herald Pub. Co. Inc. W. H. Lovett, Pres. W. M. Harrison, Pub.	W. M. Harrison	E. B. Screws	R. P. Harrison (em)	D. T. Cowart	H. R. Grier (ms)
GRIFFIN 13,222	News (e) 4,917	.035	...	(D) (UP) (†) (J) (5¢) (24)	Quimby Melton	Cecil Hurst Quimby Melton (sp)	Cecil Hurst Q. Melton, Jr. (sp)	Quimby Melton Cary Reeves (bm) Geo. Jones (cm)	Winburn Rogers	T. Maher (ms)
LA GRANGE 24,500	News (e) 4,608	.04	.12	(D) (UP) (†) (J) (5¢, 15¢w) (19)	Roy C. Swank, Pub.	Roy C. Swank Hal David	Hal David	Roy C. Swank W. A. Coker (bm) J. D. Sessions (em)	Wm. Coker Mrs. J. P. Hubbard (cl)	M. M. Dickinson (ms)
MACON 102,000	News (e) 13,299 Telegraph (m) 29,170 Combined daily (me) 42,469 Sunday edition (S) 38,185	... ... .15 .117	... ... .15 .15	(D) (AP) (ROP-2) (†) (5¢, 10¢S; 25¢w) (17-26)	Telegraph Pub. Co. News Printing Co. Peyton Anderson, Jr., Pres. Carmage Walls, Pub.	Jack Tarver (e) W. T. Anderson (m) Clair Johnson (me-m) Taylor Smith (me-e)	Jimmie Chapman (sp-m) Hal Allen (sp-e) W. T. Anderson (Su)	Carmage Walls Curtis DeLamar (em)	Phillip Buchheit W. T. Haden (cl)	H. D. Wallace (ms)
MARIETTA 8,667	Journal (e ex Sat.) 3,845	.035	...	(D) (UP) (J) (24)	Marietta Pub. Co. W. L. Harris, Pres.-Pub.	W. L. Harris		Wm. L. Harris	M. E. Brewster	G. Toole C. Marlow (j)
MOULTRIE 13,250	Observer (e) 3,542	.03	.12	(D) (AP) (†) (5¢, 15¢w) (none)	Observer Pub. Co. C. B. Allen, Pres.-Pub.	C. B. Allen	W. D. Avera (ce-sp)	C. B. Allen (bm) J. E. King (em)	M. E. Nussbaum J. E. King (cl)	A. E. Leverett (ms)
ROME 26,282	News-Tribune (e ex Sat.) 7,698 Sunday edition (S) 7,872	.045 .045	.15 .15	(I-D) (AP) (†) (5¢, 20¢w) (none)	News Pub. Co. B. H. Mooney, Pres.-Pub.	Ben Cooper L. W. Higgins	Alec Tregone (ce-sp)	C. B. Wright (bm) E. W. Hine (em)	Max Milhollin C. B. Wright (n)	W. B. J. Floyd (ms)
SAVANNAH 125,000	News (m) 34,230x Press (e) 20,560x Combined daily (me) 54,850x News (S) 33,335x Evening & Sunday (eS) 53,895x	.10 .10 .15 ... .15	... ... .15 ... .15	(I) (UP, AP, INS) (†) (5¢, 10¢S) (105)	The Morning News, Inc. H. V. Jenkins, Pres.-Pub.	H. V. Jenkins (m) John L. Sutlive (e) J. P. Miller (me-m) John L. Sutlive (me-e)	G. G. Brandon (m) J. J. Cook (e) W. D. McMillan (sp-m) Walter Campbell (sp-e)	Boykin Paschal A. C. Cubbedge (act. circ. asst.)	A. E. Floyd	Anne Jones Malcolm Bell (ms)
THOMASVILLE 12,683	Times-Enterprise (e)	.035	...	(D) (AP) (†) (5¢) (none)	Times-Enterprise Co., Inc. E. R. Jerger, Pres.-Pub.	F. R. Jerger	Lee E. Kelly R. Brown (sp)	Lee E. Kelly (gm-em) W. D. Hargrave (bm)	L. E. Kelly	Lee E. Kelly Elzy McLeod (ms)
TIFTON 5,228	Gazette (e)	.025	...	(D) (AP) (†) (J) (3¢) (34)	Gazette Pub. Co. L. R. Herring, Pres.	Robt. S. Herring	Peggy Coleman	H. E. Herring L. R. Herring (em)	G. N. Herring	G. N. Herring W. S. Bradford (ms)
VALDOSTA 15,595	Times (e) 4,722	.035	...	(D) (AP) (†) (J) (5¢) (34)	Valdosta Press, Inc. C. R. Griffin, Pres. E. L. Turner, Pub.			E. L. Turner George E. Smith (em)	R. F. Read Miss R. McConnell (n) C. B. Heidt (el)	
WAYCROSS 20,426	Journal-Herald (e) 6,759 Sunday edition (S) 6,759	.04 .04	.10 .10	(D) (AP, UP) (†) (J) (5¢, 15¢w) (none)	Waycross Journal-Herald Co. Jack Williams, Pres.-Pub.	Jack Williams Liston Elkins	Liston Elkins (ce-Su) Kenneth Jones (sp)	Jack Williams (gm-bm) Jack Jennings (em)	J. M. Markey, Jr. Louise Breen (n) J. M. Markey, Jr.	J. M. Markey, Jr. W. L. Barber (ms)

HAWAII

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
HILO 23,354	Press (m ex M.) .... Sunday edition (S)	.03 .03	... ...	(I) (UP) (†) (J) (100)	Hawaii Press John A. Lee, Pub.	Harold W. Ching	James A. Lee (sp)	John A. Lee M. L. Skinner (bm) John B. Dixon (em)	M. L. Skinner	Wm. Estrella, Jr. (ms)
	Tribune-Herald (e) 8,980 Sunday edition (S) 8,856	.05 .05	... ...	(I-R) (AP, UP) (†) (J) (5¢) (84)	Hilo Tribune-Herald, Ltd. J. R. Farrington, Pres. K. S. Byerly, Pub.	Jack O'Brien Kenneth S. Byerly	Ray Yuen (sp)	Kenneth S. Byerly Geo. Fernandes (em)	Milton H. Carter K. S. Byerly (n)	Sam Jackson (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
HONOLULU 100,000	Advertiser (m) 56,795 Sunday edition (S) 53,485 Star-Bulletin (e) 74,069 Saturday edition (Sat.) 70,628	.12 .16 .20 .20	... ... .25 .25	(I) (UP, INS, TR) (ROP-2) (†) (J) (5¢, 10¢S) (55) (I-R) (AP, UP) (ROP-1) (†) (J) (5¢, 25¢w) (54)	Advertiser Pub. Co. Lorrin P. Thurston, Pres.-Pub. Honolulu Star-Bulletin, Ltd. Joseph R. Farrington, Pres.	Raymond S. Coll Riley H. Allen Vern Hinkley	Bob Trumbull (ce) Vernon McQueen (sp) Howard Case Don Watson (sp)	Jan Jabulka (bm) R. M. Conklin (cm) Joseph R. Farrington W. P. Dyer (asst. cm)	John A. Doyle R. S. Thurston (n) Delphia Cupp (cl) Porter Dickinson	Geo. Voorhees (ma) Mark Pinkston (pm-apm) B. C. Stearns (ms)

IDAHO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BLACKFOOT 4,120	Bulletin (e) 2,437	.035	.12	(I) (AP) (†) (J) (5¢, 15¢w) (26)	Bulletin Pub. Co. W. R. Twining, Pub.	W. R. Twining Douglas Lovelace		Reava Elison (cm)	Leyburn Slattery W. R. Twining (n)	
BOISE 15,000	Idaho Statesman (m) 20,728 Evening Statesman (e) (new daily) Combined edition (ms) Sunday edition (S) 19,580	... ... .14 .10	... ... .25	(I-R) (AP, UP) (ROP-2) (†) (J) (5¢, 10¢S) (90)	The Statesman Ptg. Co. Margaret C. Ailsnie, Pres.-Pub.	C. Darrah (me-m) John Harvey (ma-e)		J. L. Brown R. M. Ballif (bm) Carl Burkheimer (cm)	Chas. T. Glenn	
				(Note: Evening Statesman first issue Sept. 21.)						
CALDWELL 7,500	News-Tribune (e) 3,115	.03	...	(I) (AP) (†) (J) (5¢, 50¢m) (108)	Caldwell News-Tribune, Inc. J. T. LaFond, Pres.	J. T. LaFond	Jean Griggs	J. T. LaFond H. G. Conrazne (bm-cm)	Betty Little H. G. Conrazne (cl)	J. T. LaFond (pm) L. L. Shepherd (ms)
COEUR D'ALENE 10,000	Press (e) 4,301x	.04*	.10	(I) (UP) (†) (J) (5¢, 20¢w) (42)	Coeur D'Alene Press Co. Burl C. Hagadone, Pres. * After March 1, 1943.	Burl C. Hagadone	Charles Sowder, Jr.	Burl C. Hagadone T. F. Humes (cm)	C. R. Bull C. Shadduck (n) Fern Smith (cl)	Geo. R. Kidwell (ma)
IDAHO FALLS 15,035	Post-Register (m-ex M) 3,501 Post Register (e ex Sat.) 5,887 Combined daily (ms) 9,188 Sunday edition (S) 9,252	... ... .06 .06	... ... .06 .06	(I) (AP) (ROP-1) (†) (J) (5¢, 18¢w) (108)	Post Co. E. F. McDermott, Pres.-Pub.	E. F. McDermott Clyde V. Smith (me)	Ben Plastino Joe Blenkle (sp)	E. F. McDermott E. E. Huffman (cm)	H. Stites Ralph Lee (n) Naomi Woodland (cl)	W. W. Merman (ms)
KELLOGG 4,235	News (e)	.029	...	(I) (AP) (J) (5¢) (none)		R. L. Brainard		W. L. Penney G. C. Hobson (cm)		John Penney (ma)
LEWISTON 10,500	Tribune (m) 9,350 Sunday edition (S) 9,704	.06 .06	.15 .15	(I-D) (AP) (ROP-1) (†) (J) (5¢, 30¢w) (108)	Tribune Pub. Co. E. L. Alford, Pres.-Pub.	A. L. Alford	Floyd Smith Knox Craig (sp) Thos. J. Campbell (Su)	E. L. Alford (gm-bm) Glen Petty (cm)	J. R. Somerville Gordon Alford (cl)	Robt. Moore E. R. Flickinger (ms)
MOSCOW 6,015	Daily Idahonian (e) ABC	.04	.10	(I) (AP, UP) (†) (J) (5¢, 13¢w) (108)	News-Review Pub. Co., Inc. F. B. Robinson, Pres. W. T. Marineau, Pub.	L. A. Boss W. T. Marineau	C. E. Wilson (ce-sp)	W. T. Marineau (bm-gm) V. L. Vieira (cm)	J. F. Montgomery Freida Taggart (cl)	J. F. Montgomery Ralph Brownlow (ms)
NAMPA 12,149	Free Press (e) 3,932	.05	...	(I) (AP) (†) (5¢, 65¢m) (108)	Idaho Free Press Co. B. Mainwaring, Pres. B. Mainwaring & L. P. Arant, Pubs.	B. Mainwaring Ellen Trueblood	Elaine Fisher Dale Johnson (sp)	Bernard Mainwaring M. M. Arant (cm)	Edw. Potts Blanche Mecham (n-cl)	Les Stiles (ms)
POCATELLO 18,133	Tribune (e ex Sat.) ..... Tribune-Journal (S)	.08 .08	... ...	(AP) (†) (ROP-4) (none)	Tribune-Journal Co., Inc. G. N. Ift, Pres. W. S. Cady & G. N. Ift, Pubs.	Geo. N. Ift (e)	G. Nicholas Ift John Chandler (sp)	W. S. Cady Jas. E. Meilstrup (cm)	R. R. Beers W. R. Howard (n) Muriel L. Ruggles (cl)	Edw. Smith (ms)
				(Note: The Idaho State Journal was discontinued Oct. 31. Publishers claim a circulation of 6,742 for the evening or Sunday editions.)						
TWIN FALLS 12,600	Times-News (e) 14,989 Sunday edition (S) 14,829	.095 .095	... ...	(P) (AP, UP) (ROP-2) (†) (J) (5¢, 15¢w) (108)	Times-News Pub. Co. R. S. Tofflemire, Pub.	R. S. Tofflemire J. J. Mullen	M. Shoemaker Hal Wood (sp)	R. S. Tofflemire Emil Bordewick (bm) Al Westergren (cm)	R. H. Warner R. S. Tofflemire (n) Josephine Groves (cl)	E. A. Brinegar (ms)
WALLACE 4,000	Press-Times (e) 2,224	.03	.10	(I) (AP) (†) (J) (5¢, 15¢w) (108)	Press-Times Pub. Co. Henry L. Day, Pres.	L. W. Lieb (me)	R. J. Bruning (ce-sp)	L. W. Lieb (gm-bm) Marjorie B. Clark, (cm)	L. W. Lieb Marjorie B. Clark (cl)	C. Drews (ms)

ILLINOIS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALTON 35,000	Telegraph (e) 19,598	.07	.18	(I) (AP) (†) (5¢, 20¢w) (108)	Telegraph Ptg. Co. Paul B. Cousley, Pres.	Paul B. Cousley J. J. Dromgoole (asst. ed)	F. P. Norton Robt. Paulos (sp)	Paul B. Cousley Henry McAdams (bm) Dick Houser (cm)	Lee Sharkey R. A. Cousley (cl)	Lee Sharkey
AURORA 52,281 (ABC City)	Beacon-News (e) 22,871 Sunday edition (S) 23,127	.095 .095	.12 .12	(I-R) (AP) (ROP-3) (†) (3¢, 5¢S, 20¢w) (108)	Aurora Beacon-News Div.-Copley Press, Inc. A. W. Shipton, Pres. Chas. W. Hoefer, Pub.	Fred C. Flanders (me)	John A. Corkery (ce-Su) G. A. Eisenbath (sp)	Chas. W. Hoefer Wm. C. Buckberg (cm)	W. W. Hoefer L. C. Barber (n) Frank L. Lee (cl)	H. J. Summerer (ms)
BEARDSTOWN 6,555	Illinoian-Star (e) 2,625	.03	.15	(I) (UP) (J) (3¢, 15¢w) (56)	L. G. Schaeffer Pub. Co. L. G. Schaeffer, Pub.	Virgil Reither	Virgil Reither	Helen M. Schaeffer (bm)	W. H. Rodgers	J. R. McCarthy (ms)
BELLEVILLE 30,000	Advocate (e) 8,137	.045	...	(I-R) (AP) (†) (J) (3¢) (1)	Advocate Ptg. Co. Mrs. F. E. Evans, Pres.	Clarence J. Keller	C. C. Benedict I. W. Baechle (sp)	Anna L. Stolle M. H. Parres (bm) Alfred S. Kunze (cm)	Murray H. Parres Margaret Schmidt (cl)	Ben. J. Buchert (ms)
	News-Democrat (e) 8,393	.045	.10	(D) (UP) (4¢, 18¢w) (19)	Robert L. Kern, Pub.	Robert L. Kern	Jos. W. Adams Bob Huskey (sp)	Robert L. Kern Mrs. R. L. Kern (bm-cm)	Mrs. R. L. Kern Mrs. F. Etling (n) W. E. Traylor (cl)	Elmer Voellinger (ms)
BELVIDERE 8,094	Republican (e) 4,044	.03	...	(R) (UP) (†) (J) (3¢) (62)	Frank T. Moran & Co., Frank T. Moran, Pub.	Frank T. Moran L. T. McCleneghan	F. E. Loomis J. S. Bruner (sp)	F. W. Shappert, Jr. (bm) E. J. Bahr (cm)	Guerdon Laing	Guerdon Laing Herman Kline (ms)
BENTON 7,372	News (e)	.03	...	(R) (AP) (†) (J) (56)	News Co., Inc. Emma Choisser, Pres.	F. D. Whittington (ms)	Paul Lyons	F. D. Whittington Arthur Gimmel (cm)	Arthur Gimmel Betty Neal (cl)	Arch Johnson (ma)
BLOOMINGTON 39,851	Pantagraph (e) 27,785 Sunday edition (S) 21,792	.12 .12	...	(I) (AP, UP) (†) (mer) (5¢, 10¢S; 25¢w) (42)	Daily Pantagraph, Inc. Loring C. Merwin, Pres.-Pub.	Arthur Moore	Charles J. Driver Fred Young (sp)	Joe M. Bunting Emmet V. Gunn (bm) W. P. Horsman (asst cm)	P. J. LaBounty A. Feicke (cl)	W. P. Horsman R. B. Miller (ms)
CAIRO 15,000	Citizen & Bulletin (e) 7,068	...	...	(I) (AP) (†) (5¢, 20¢w) (108)	Citizen Co. Mrs. John C. Fisher, Pres.-Pub.	Mrs. J. C. Fisher	W. W. Bloss Geo. B. Curry (sp)	Mrs. J. C. Fisher Geo. P. Riley (cm)	Herman Hirsch Selden Fisher (n) Mrs. Clara Russel	Mrs. J. C. Fisher Herman Hirsch (apm) Roy White (ms)
CANTON 12,700	Ledger (e) 8,204	.055	.06	(I) (AP) (ROP-3) (†) (J) (5¢, 15¢w) (108)	Ledger Co. H. R. Winsor, Pub.	Robert F. Packwood	James A. Murphy	H. R. Winsor (gm-bm) Rex A. Jewell (cm)	C. L. Fetterer H. R. Winsor (n) Carol Barker (cl)	H. R. Winsor (pm) C. L. Fetterer (apm) L. L. Conrad (ms)
CARBONDALE 8,550	Free Press (e) 2,448	.035	...	(I) (AP) (†) (J)	Robt. W. Davis, Pub.	James E. Mitchell, Jr. Robt. W. Davis	J. E. Mitchell, Jr.	R. W. Davis Geo. Shoaff (cm)	Geo. Shoaff (a-cl) Robt. W. Davis (n)	Geo. Shoaff J. S. Russell (ms)
CASEY 2,543	Reporter (e ex Sat.)	.025	...	(I) (UP) (†) (J) (2¢) (56)	Otto Gust, Pub.	Otto Gust	Dale Bell S. S. Greothuis (sp)	Otto Gust Edythe Gust (cm)		J. B. Worthington (ms)
CENTRALIA 20,000	Sentinel (e) 9,137	.05	.12	(I) (AP) (†) (J) (4¢, 15¢w) (55a)	Verne E. Joy, Pub.	Verne E. Joy E. E. Dilliner	Robt. Stotenborough Wilbur Quick (sp)	Verne E. Joy H. B. Mapes (bm) Herman Griffin (cm)	H. B. Mapes L. T. Newlon (n) Robert Mapes (cl)	P. L. Norris (ms)
CHAMPAIGN-URBANA 23,302-14,064	Courier (e ex Sat.) 8,691 Sunday edition (S) 8,706	.05 .05	.05 .05	(I) (AP) (†) (3¢, 5¢S; 15¢w) (82) (Initial Audit June 30, 1942—6 mo. average)	Decatur Newspapers, Inc. H. C. Schaub, Pres.	Edw. E. Lindsay R. W. Sink	Eddie Jones (sp) R. W. Sink (Su)	R. S. White B. C. Vedder (bm-cm)	Russell Elliott R. S. White (n) J. W. Hannon (cl)	J. H. Mintun (ms)
	News-Gazette (e) 18,579x Sunday edition (S) 18,491x	.08 .08	...	(I-R) (UP, INS, AP) (†) (4¢, 10¢S; 20¢w) (102)	News-Gazette, Inc. Helen M. Stevick, Pres.	Edwin N. Jacquin (me)	Harold Z. Holmes Patrick Harmon (sp)	J. A. McDermott John Wingle (cm)	Frank R. Mills	J. L. Moore (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLESTON 8,500	Courier (e) 2,763	.029	.12	(I-D) (UP) (†) (J) (5¢, 15¢w) (97)	Courier Pub. Co. Benjamin Weir, Pub.	Benjamin Weir	Arthur Lynch			L. Lankford (ms)
	News (m) 975	.025	.10	(I-D) (AP) (J) (10¢) (none)	John B. Rardin, Pub.	John B. Rardin				R. P. Sullivan (ma)
CHICAGO 3,462,923	Herald-American (e) 466,046	.65	.35**	(I) (AP, INS) (ROP-3) (†) (J) (4¢, 5¢Sat. (16)	Ill. P. & P. Co. W. R. Hearst, Jr., Pres.	John A. Malloy	H. F. Reutlinger Leo Fischer (sp) E. A. Keller (Su)	T. J. White E. D. Fulton (bm) C. R. Dexel (em)	W. M. McNamee Earl Glenn (n) R. L. Shiess (cl)	R. Topper (cir pm) W. P. Houchin (apm) W. E. Gibbons (ma)
	Sunday edition (S) 870,864	1.10*	.24***	10¢S, 25¢w, 35¢w-eS)	Note: *Full circulation. **Ten consecutive pages one issue. ***Four consecutive pages, one issue.)					
	Calumet (e) 8,200	.11	.15	(I) (J) (2¢, 65¢m) (none)	Calumet Pub. Co. Robt. Williamson, Pres.-Pub.	John V. Hanberg	John J. Brassell		J. F. Burhorn Agnes Crowe (cl)	R. Williamson (ma)
	Journal of Commerce (m) 23,285	.24	...	(I) (AP, UP) (7¢) (112)	Journal of Commerce Pub. Co. John D. Ames, Pres.-Pub.	John D. Ames Wm. L. Ayers	Sidney S. Forbes Hugh Miller (sp)	Philip P. Page (bm) A. R. Shuman (em)		F. B. Griswold (ad dir). W. P. Sessions (cpm)
	News (e) 443,057	.75	.55	(I) (AP, UP) (*Sat.) (†) (mer) (3¢, 5¢Sat.) (18-103a)	Chicago Daily News, Inc. Hon. Frank Knox, Pres.-Pub. John O'Keefe, V.-P.	Paul Scott Mowrer Hal O'Flaherty (me)	Clem Lane Lloyd Lewis (sp)	K. Mallette (asst. bm) A. E. Hall (em)	George F. Hartford L. F. Biedermann (n) Ralph Ahrens (cl)	Carl Carstensen Chadwick and Harriman (apm) John W. Harm (ma)
	Sun (m) 277,025	...	...	(I) (UP, CS) (*S) (†) (3¢, 10¢S) (17)	Silliman Evans, Pub.	Turner Catledge Milburn P. Akers	Jack Felt Warren Brown (sp) Ellwood Douglass (Su)	Clem Randau (bm) Donald J. Walsh (em)	W. Brooks J. Gafford (n) L. J. Frenkel (cl)	E. R Richer
	Sunday edition (S) 373,582	...	...							
	Times (e ex Sat.) 395,567	.52	...	(I) (AP, UP) (†) (3¢) (93-12)	Chicago Times, Inc. S. E. Thomason, Pres.-Pub.	Richard J. Finnegan Russ Stewart	Karin Walsh Gene Kessler (sp) J. Ray Hunt (Su)	J. A. Griffin (bm) J. F. Shanahan (em)	L. J. Abrams Richard L. Binder (n)	M. G. Barker Raymond Hahne (ma)
	Sunday edition (S) 437,741	.52	...							
	Tribune (m) 1,005,992	1.05	.50	(I-R) (AP, CT-NYN) (*S) (ROP-3) (†) (3¢, 10¢S) (99-63-38)	Tribune Co. Col. R. R. McCormick, Pres.-Pub.	Col. R. R. McCormick. J. L. Maloney (me)	W. D. Maxwell Arch Ward (sp) A. M. Kennedy (Su)	W. E. Macfarlane (bm). L. H. Rose (em)	C. M. Campbell C. S. Benham (n) W. R. Blend (cl)	W. J. Byrnes J. W. Park (ma)
	Sunday edition (S) 1,188,410	1.20	.75							
CLINTON 7,350	Journal-Public (m ex M.) 2,162	.032	.10	(I) (UP) (†) (mer) (J) (5¢, 15¢w) (24)	R. C. Peltz		C. W. Karr R. A. Bowers (sp)	R. C. Peltz Jas. Jessen (em)	R. C. Peltz	G. Eldridge (ma)
	Sunday edition (S) 2,162	.032	.10							
DANVILLE 40,000	Commercial-News (e) 27,841	.11	.20	(I) (AP, UP), (†) (4¢, 10¢S, 24¢w) (71)	Northwestern Pub. Co. F. E. Gannett, Pres. E. C. Hewes, Pub.	E. C. Hewes H. C. Gibson	C. Davidson (news) Robt. Fiedler (sp) C. Davidson (Su)	E. C. Hewes John Funk (em)	Robert C. Pace Guy F. Kitchen (n) Lester Schultz (cl)	E. C. Hewes (pm) E. Davies (ms)
	Sunday edition (S) 28,048	.11	.20							
DECATUR 70,493 (ABC City)	Herald (m) 23,669	...	...	(I) (AP) (†) (3¢, 10¢S; 20¢w-4¢S) (82)	Decatur Newspapers, Inc. H. C. Schaub, Pres.	Edw. E. Lindsay B. F. Engleman (me-m) R. C. Schaub (me-e)	R. O'Neal (co-e) O. T. Banton (co-e) Geo. Kreker (sp-m) Howard V. Millard (sp-e)	F. M. Lindsay F. W. Schaub (bm) J. B. Birks (em)	B. C. Whitsitt J. L. Rubottom (n) E. O. McCann (cl)	
	Review (e) 27,384	...	...							
	Combined daily (me) 51,053	.16	.32							
	Sunday edition (S) 44,163	.16	.32							
DE KALB 10,000	Chronicle (e) 6,264	.04	.106	(I) (UP) (†) (5¢, 20¢w) (None)	DeKalb Chronicle Pub. Co. F. W. Greenaway, Pres.	Frank W. Greenaway	Eddie Raymond (sp)	Charles Raymond (bm) Phyllis Evans (em)	Glenn E. Dellinger Marjorie Bakken (cl)	J. H. Robinson (ma)
DIXON 10,671	Telegraph (e) 6,853	.05	...	(R) (AP) (ROP-2) (5¢) (56-55a)	B. F. Snaw Ptg. Co. Mabel S. Shaw, Pres.-Pub.	Geo. B. Shaw Earl Holdridge		Robt. E. Shaw Arnold Lund (em)	L. C. Shoaf B. T. Shaw (n)	
DUQUOIN 7,515	Call (e) 2,622	.03	...	(I) (AP, UP, INS) (5¢) (56)	Call Pub. Co. A. W. Essick, Pres.		Virgil Bishop	E. E. Weinberg (Treas)	S. S. Allen	
EAST ST. LOUIS 75,600	Journal (e ex Sat.) 15,163	.09	...	(I) (UP) (†) (3¢, 10¢S) (82-55a)	East Shore Newspapers, Inc. F. M. Lindsay, Pres.	Edward Lindsay R. A. Barracks	Tom Duffy Ellis Veech (sp)	P. H. Wire Rex Fisher (em)	Edwin Backs M. Stonecipher (cl)	R. A. Stewart (ma)
	Sunday edition (S) 18,932	.09	...							
EDWARDSVILLE 8,008	Intelligencer (e) 4,389	.045	...	(I-R) (UP) (ROP-2) (†) (J) (5¢, 18¢w) (94)	Intelligencer Pub. Co. G. S. Giese, Pres.-Pub.	Gilbert S. Giese		Gilbert S. Giese (gm-bm-em)	Gilbert S. Giese	Jas. M. Broderick (ma)
EFFINGHAM 6,180	Record (e)	.036	...	(5¢) (none)	Byron Le Crone					
ELDORADO 5,000	Journal (e) 2,147	...	...	(R) (INS) (J) (3¢, 15¢w) (none)	L. O. Trigg, Pub.	L. O. Trigg	W. H. Searles (co-sp)	Kenneth R. Trigg (bm)		
	News (e)	.021	...	(I) (AP) (J) (3¢) (none)	News Co. S. B. Hardy, Pres.	S. B. Hardy and W. A. Drobeck		S. B. Hardy O. R. Aleshire (em)		Ralph Clippinger (ma)
ELGIN 39,953 (ABC City)	Courier-News (e) 17,554	.085	...	(AP) (†) (3¢, 18¢w) (108)	Courier-News, Div. of Copley Press, Inc. (Note: 2 colors—front and back pages or section only)	R. Eaton Fedou John E. Thompson	Woodrow Boyer (sp)	R. Eaton Fedou (gm-bm) Howard Jones (em)	C. Raymond Long (ad. dir.) C. E. Mackenzie (n)	C. Raymond Long Alex Clark (ma)
FLORA 5,474	News-Record (e ex Sat.) 4,583	.03	...	(I-R) (AP) (J) (3¢) (56)	Record Pub. Co. L. M. Wood, Pres.	L. M. Wood	Pauline Jones Spencer Ed Lents (sp)	G. Earl Wood	G. Earl Wood Pauline Jones Spencer (cl)	G. Earl Wood (ma)
FREEPORT 22,500	Journal-Standard (e) 13,496	.07	...	(I) (AP, UP) (†) (J) (4¢, 20¢w) (none)	Journal-Standard Pub. Co. D. L. Breed, Pres.-Pub.	Donald L. Breed	Thos. F. Lawless M. Douglas Grant (sp)	W. H. Kuns (bm) A. E. Wheeland (em)	Chas. Taylor Ralph Morrow (cl)	W. B. Lamar (ma)
GALENA 4,126	Gazette (e) 1,040	.025	...	(R) (AP) (†) (J) (3¢) (56)	Galena Gazette John H. Grimm, Pres.	A. W. Giessner	Ray Grimm	Harriett Grimm (bm) D. C. Whippo (em)	H. J. Grimm D. C. Whippo (n)	H. J. Grimm R. B. Grimm (apm)
GALESBURG 30,000	Register-Mail (e) 19,532	.06	...	(R) (AP, UP) (†) (J) (3¢, 15¢w) (1)	Galesburg P. & P. Co. Mrs. O. N. Custer, Pres. L. A. Pritchard, Pub.	Richard F. Jelliff W. W. Whipple	Emil Dalberg Bob Switzer	L. A. Pritchard Harry Young (em)	F. S. Hinman Hayes Tucker (cl)	A. E. Schneider (ma)
HARRISBURG 12,000	Register (e) 5,498	.04	.08	(I) (UP) (†) (J) (4¢, 20¢w) (56)	Register Pub. Co. of Harrisburg Mrs. R. L. Seright, Pres.	Curtis G. Small	W. K. Turner	Curtis G. Small A. M. Debes (bm-em)	John Porter Curtis G. Small (n) Miss M. Richardson (cl)	N. N. McKeel (ma)
HERRIN 9,352	Journal (e) 5,085	.04	...	(D) (INS, UP) (J) (5¢) (56)	Egypt Pubs., Inc. D. C. Grear, Pres.	D. C. Grear H. E. Grear (me)		Marie Franklin (em)	Harold E. Grear (n)	
HOOPESTON 5,400	Chronicle-Herald (e) 2,660	.025	.025	(I) (UP) (†) (J) (3¢, 12¢w) (56)	A. S. Littick & R. S. Hay, Pubs.	R. S. Hay			A. S. Littick	
JACKSONVILLE 19,944	Courier (e) 2,817	...	...	(I) (AP) (J) (†) (3¢,) (56-55a)	Journal-Courier Co. W. A. Fay, Pres.	R. Jennings	Ernest Savage	W. A. Fay (bm) W. H. DeShara (em)	K. Evans	C. E. Newport (ma)
	Journal (m ex M.) 5,715	...	...							
	Combined daily (me) 8,532	.05	...							
	Sunday edition (S) 6,061	.05	...							
JOLIET 42,365	Herald-News (e) 25,741	.095	...	(I-R) (AP) (ROP-3) (†) (3¢, 5¢S; 20¢w) (108)	Copley Press, Inc. John F. Lux, Pub.	John F. Lux Orville Anderson	Harold Carey (news ed) Glenn F. Logan (co)	Fred H. Newman (em).	William M. Hart Ray M. Howk (n) Frank L. Lee (cl)	W. M. Hart Geo. R. Bolton (ma)
	Sunday edition (S) 25,813	.095	...							
KANKAKEE 25,000	Republican-News (e) 13,315	.065	.13	(I) (AP, UP, INS) (ROP-1) (†) (J) (3¢, 20¢w) (108)	Republican Co. Leslie C. Small, Pres.	Leslie C. Small	A. P. Mayer Orren Allain (sp)	Burrell Small (bm-em).	Fred Kamp J. Greenwood (cl)	D. W. Wood (ma)
KEWANEE 17,332	Star-Courier (e) 9,320	.06	.18	(I-R) (AP) (ROP-1) (†) (J) (5¢, 20¢w) (82)	Star-Courier Co. E. F. Adler, Pres. P. D. Adler, Pub. (Color: Page units only)	C. R. Ketridge (me)	C. O. Schlaver (co-sp)	H. L. Nelson (em)	J. T. Miller Mae Hall Culp (n) Joan Kirley (cl)	E. P. Fuller (ma)
LA SALLE 12,812	Post-Tribune (e) 9,753	.055	.18	(I-R) (AP) (†) (5¢) (108)	Post Co. D. W. Grandon, Pres. P. F. Grandon, Pub.	Preston F. Grandon Thos. M. Reay	Robert Unzicker M. J. Bender (sp)	Preston F. Grandon Walter Eich (em)	R. L. McAllister E. M. Dickinson (n) Martha Hughes (cl)	P. F. Grandon (pm-ma)

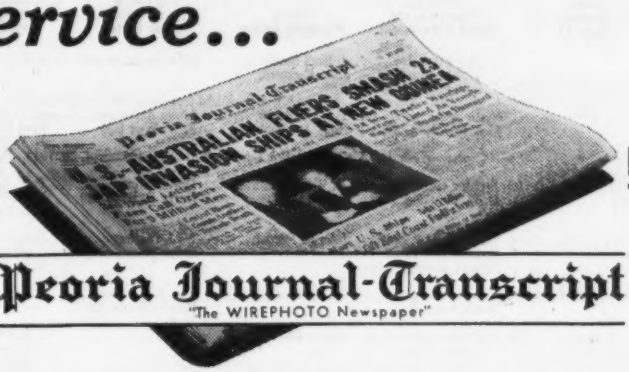
1942

gave the Chicago Tribune its largest percentage of lead in total advertising linage over the next Chicago newspaper during any year in history.

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
LAWRENCEVILLE 6,213	Record (e)	.035	...	(R) (AP, UP (†) (J) (3¢) (none)	Lawrenceville Pub. Co., Inc. G. C. Armstrong, Pres.-Pub.	Geo. C. Armstrong	J. Krupnick	G. C. Armstrong Winifred Armstrong (em)	Wm. B. Bey	Wm. B. Bey
LEWISTOWN 2,750	Record (e) 1,144	.025	...	(R) (UP) (†) (J) (3¢, 10¢w) (62)	W. J. Duvall, Pub.			W. J. Duvall		W. Pfetsing (ma)
LINCOLN 12,752	Courier (e) 5,796	.04	.07	(I) (AP) (†) (J) (3¢, 15¢w) (55a)	Courier-Herald Co., Inc. Alyne V. Nugent, Pres.-Pub.	B. C. Snider	L. B. Shroyer W. Layman (sp)	John L. Nugent Pauline Hunter (em)	Manuel Plotkin H. Anderson (cl)	A. J. Wilhelm D. Stewart (ma)
LITCHFIELD 7,046	News-Herald (e) 3,674	.035	.12	(I-D) (UP) (†) (J) (3¢, 15¢w)	Frank P. Hanafin, Pub.			Frank P. Hanafin	J. M. Larkin	
MACOMB 8,764	Journal (e) 7,018	.045	...	(R) (AP) (†) (J) (3¢) (105-55a)	Journal Ptg. Co.	A. L. Hainline Lewis A. Randolph	L. A. Randolph Vail Morgan (sp)	W. H. Rudolph Alice Beck (em)	W. H. Rudolph Alice Beck (cl)	Wm. Ward (ma)
MARION 12,500	Post (e) 4,002	.025	.05	(D) (UP) (†) (J) (5¢, 15¢w) (56)	Evening Post, Inc. James D. Goddard, Pres. E. R. Jones, Pub.	E. R. Jones	James Bryan H. Mitchell (sp)	E. R. Jones (gm-bm) Miss K. Throgmorton (em)	James Bryan Miss K. Throgmorton (cl)	W. T. Wilson (ma)
	Republican (e) 4,060	.025	.12	(I-R) (INS) (†) (J) (5¢, 15¢w) (25)	Republican-Leader Co. W. O. Paisley, Pres.-Pub.	W. O. Paisley Oldham Paisley	H. M. Butler (co-sp)	W. O. Paisley W. O. Paisley and Oldham Paisley (bm)	Mrs. G. O. Paisley Madge L. White (cl)	E. Soldner (ma)
MARSEILLES 4,500	Press (e) 1,380	.025	.06	(I) (INS) (J) (2¢) (62)	W. I. Dunlap, Sons, Pubs.	C. I. Dunlap E. R. Dunlap			E. R. Dunlap (n)	
MATTOON 17,580	Journal-Gazette (e) 7,168	.05	.12	(I) (INS) (†) (J) (5¢, 20¢w) (1)	Journal Co. Wm. B. Hamel, Pres.-Pub.	Wm. B. Hamel	Jas. W. Wells, Jr. Jas. B. Woods (sp)	Ed Cummings (gm-cm)	Ed Cummings (n-cl) W. B. Hamel (n)	Walter Kemper (ma)
MOLINE-ROCK ISLAND 101,000 103,112 (ABC City)	Dispatch-Argus (e) 41,676	.16	...	(See also Rock Island, Ill., listings)						
MOLINE 39,000	Dispatch (e) 20,022	.06	.35	(I-R) (AP, INS) (†) (5¢, 20¢w) (1)	Dispatch Pub. Co. Harry A. Sward, August Sundine, Pubs.		Fred Klann Lynn Callaway (sp)	Harry A. Sward August Sundine (bm) Leonard Barland (em)	Clarence Lucas Harold Swanson (n) Earl Killion (cl)	N. O. W. Johnson (ma)
MONMOUTH 9,000	Review-Atlas (e) 5,294	.035	.06	(I) (AP) (†) (J) (4¢, 15¢w)	Review-Atlas Ptg. Co. H. R. Moffet, Pres. V. L. Moffet, Pub.	Hugh R. Moffet	Leo A. Ryan Ralph Eckley (sp)	V. L. Moffet (gm-bm) Z. Hamburg (em)	Lee J. Sharp M. Wennerberg (cl)	Lee Sharp (apm) V. L. Moffet (ma)
MORRIS 7,128	Herald (e) 3,080	.03	.05	(R) (UP) (J) (3¢, 15¢) (none)	Herald, Inc. L. B. Sackett, Pres.	F. J. MacTaggart (me)		L. B. Sackett	W. J. Carmichael	
MOUNT CARMEL 7,500	Republican-Register (e) 3,845	.03	...	(I) (UP) (†) (J) (3¢, 15¢w) (none)	Mt. Carmel Register Co. A. L. Richmond, Pres.-Pub.	Earl Allison		A. M. Richmond (bm) L. A. Risley (em)	H. C. Harris A. M. Richmond (n)	C. Blackwell (ma)
MOUNT VERNON 14,724	Register-News (e) 8,745	.05	...	(I) (AP) (†) (J) (3¢, 15¢w) (56)	Register-News Co. Walter Rackaway, Pres.	Edwin Rackaway	Orian Metcalf Guy Henry (sp)	C. J. Thompson (bm)	Earl L. Jewell C. J. Thompson (n) Ruth Thompson (cl)	E. L. Jewell (apm) G. L. Shehorn (ma)
MURPHYSBORO 11,500	Independent (e) 4,437	.03	.12	(I) (UP) (†) (J) (3¢, 15¢w) (56)	Independent Pub. Co. James E. Rockwell, Pres.-Pub.	James E. Rockwell W. G. Pigott	W. G. Pigott	James E. Rockwell Margaret L. Shadron (bm) Robert T. Shadron (em)	Amiel F. Feiser Miss E. Tripp (cl)	F. Whitson (ma)
OLNEY 8,500	Mail (e) 4,784	.03	.12	(I) (INS) (†) (3¢, 15¢w) (56)	Mail Pub. Co. M. B. Yount, Pres. Allen Yount, Pub.	Allen Yount	Allen Yount V. Van Cleve (sp)	Allen Yount M. B. Yount (bm-em)	J. J. Hursta (n-cl) Allen Yount (n)	Frank Scott (ma)
OTTAWA 19,500	Republican-Times (e) 9,880	.045	.045	(I-R) (AP) (ROP-2) (†) (4¢, 20¢w) (1)	Republican-Times Ptg. Co. Fred A. Sapp, Pres.-Pub.	Charles B. Sapp	J. R. Beffel John O. White (sp)	Fred A. Sapp K. F. Sapp (bm) V. A. Capel (em)	E. J. Kelly K. F. Sapp (n) Hilda L. Meady	L. V. Gonigam (ma)
PARIS 9,281	Beacon-News (e) 5,290	.04	...	(I-R) (UP) (†) (J) (4¢) (1-55a)	Paris Beacon Pub. Co. Mary Jenison, Pres.-Pub.	Edward H. Jenison	Edward H. Jenison Walter S. Jump (sp)	F. Ernestine Jenison (bm) Paul Van Gilder (em)	Paul Van Gilder F. E. Jenison (n-cl)	H. H. Hill (ma)
PAXTON 3,250	Record (e ex Th.) 823	.014	...	(R) (J) (2¢, 10¢w) (none)	N. E. Stevens Ptg. Co.	Harold H. Stevens	Harold H. Stevens	Herbert N. Stevens	Herbert N. Stevens	A. E. Carlsten (ma)
PEKIN 20,400	Times (e) 10,126	.05	.18	(I) (UP) (3¢, 15¢w) (105)	F. F. McNaughton, Pub.	F. F. McNaughton Ellen Lohnes	Wm. Brenneman (sp)	F. F. McNaughton J. Smith (cm-sty) Paul Ketchem (cm-rur)	Ed Henry	B. Phillippe (ma)
PEORIA 105,000	Journal-Transcript (daily) 52,817 Sunday edition (S) 56,835	.12 .11	.28 .28	(I) (AP, INS, UP) (ROP-3) (†) (mer) (3¢d, 10¢S; 20¢w-d & S) (105)	Peoria Journal-Transcript, Inc. Carl P. Slane, Pres.-Pub.	George W. Barrette E. E. Soules (me)	G. Van Gundy (co-day) G. Magenheimer (co-night) Howard Kenny (news-day) Wm. Lyttleton (news-night)	Carl P. Slane (gm-bm) William Lester (em)	Earl H. Maloney Roy A. Pratt (n) E. B. Roberts (cl)	H. N. McCormick (Prod.)
	Star (e) 33,690 Sunday Star (S) 37,304	.09 .09	...	(I) (UP) (ROP-3) (†) (3¢, 10¢) (20¢w) (82)	Peoria Star Co. Claude U. Stone, Pres.-Pub.	Frederic R. Oakley	Robert J. Crombie Fred W. Tuerk (sp)	R. C. Eyster (em)	F. A. Stewart James Coogan (n-cl)	J. M. Seurry H. Mintun (ma)
PERU 9,247	News-Herald (e) 3,527	.03	.04	(I) (AP) (†) (3¢, 15¢w) (56)	Daily News-Herald, Inc. Ira J. Williams, Pres.-Pub.	Charles Miller (me)	John Blum Frank Metzinger (sp)	Ira J. Williams Irene Dailkan (em)	G. C. Berdell	H. Weel (ma)
PONTIAC 9,585	Leader (e) 4,127	.03	.06	(R-I) (UP) (J) (3¢, 18¢w) (62)	Leader Pub. Co. L. V. Pearre, Pres.	L. V. Pearre	Jerome Pearre Lloyd Armstrong (sp)	L. A. Clark (gm-bm) Dorothy Brunskill (em)	L. A. Clark	C. S. Brydia (ma)
QUINCY 40,469 44,102 (ABC City)	Herald-Whig (e) 28,323 Sunday edition (S) 28,529	.11 .11	.18 .18	(I) (AP) (ROP-1) (†) (5¢, 8¢S; 20¢w) (1)	Quincy Newspapers, Inc. A. O. Lindsay, Pres.	C. F. Eichenauer A. R. Higgins	David Tuffli Fred Gray (sp)	Ray M. Oakley Lawrence Thornhill (em)	Harold Culp (loc) A. O. Lindsay (n) Louis Straley (cl)	
ROBINSON 4,311	News (e) 4,401	.03	...	(I) (UP) (†) (J) (3¢) (none)	K. V. Lewis	K. V. Lewis	K. V. Lewis	K. V. Lewis M. M. Richards (em)	H. L. Thompson	
ROCKFORD 112,365 (ABC City)	Morning Star (m ex M.) 29,725x Register-Republic (e) 26,411x Combined daily (me) 56,136x Sunday edition (S) 32,644x Daily & Sunday (me-S) 59,055x	... ... .17 ... .17	... ... .25 ... .25	(AP, INS, UP) (ROP-1) (†) (5¢, 10¢S, 20¢w) (none)	Rockford Consolidated Newspapers, Inc. Mrs. Ruth Hanna Simms, Pres.-Pub.	T. Barney Thompson John W. Grimes (me-m) Robert F. Ragan (me-e)	Curt West (m) John R. Rust (e) Harry D. Milne (sp-m) Richard Day (sp-e)	E. Kenneth Todd (bm) John C. Stafford (em)	C. E. Phillips Robt. Matthai (n) K. J. Nattrass (cl)	J. C. Stafford Earl Anderson (ma)
ROCK ISLAND-MOLINE 101,000 103,112 (ABC City)	Argus-Dispatch (e) 41,676	.16	...	(See also Moline, Ill., listing.)						
ROCK ISLAND 46,000	Argus (e) 21,054	.06	...	(I) (AP, UP) (†) (5¢, 20¢w (1)	J. W. Potter Co. Marguerite F. Potter, Pres. J. W. & B. H. Potter, Pubs.	John W. Potter Herbert E. Wilson	Geo. R. Smith Wm. V. Kinney (sp)	Ben H. Potter L. M. Bailey (em)	Arthur H. Williams F. J. Mueller (n) Bernard Marshall (cl)	Wm. F. Schmacht (ma)
SAVANNA 4,792	Times-Journal (e) 2,002	.025	...	(R) (UP) (J) (3¢) (62)	Times-Journal, Inc. F. J. Stratsky, Pres.	D. C. Pickard Ardis Hamilton	Nels Schmidt	D. C. Pickard Berness Mann (em)	Doyel Wendell Berness Mann (n)	Doyel Mann F. Douglas (ma)
SHELBYVILLE 4,092	Union (e) 1,510	.018	...	(I) AP, UP) (†) (J) (2¢) (none)	Union Pub. Co.	W. H. Taylor	Quentin O. Storm	W. H. Taylor	W. H. Taylor	W. H. Taylor R. L. Frazier (apm-ma)

At Your Service...



Peoria Journal-Transcript
"The WIREPHOTO Newspaper"

THE MOST PRODUCTIVE NEWSPAPER
IN ONE OF THE NATION'S
MOST PRODUCTIVE MARKETS

PEORIAREA* FARMS are consistently on top in production, in crop and livestock values . . . lead every other area in the state when it comes to increased farm production.

PEORIAREA INDUSTRIES are booming with important war contracts . . . employment is at an all-time high and industrial payrolls for 1942 totaled $65,000,000.

THE J-T REACHES BOTH SIDES OF THIS
RICH AND READY MARKET

- **CITY ZONE COVERAGE** is now 85%.
- **FARM COVERAGE** . . . The Journal-Transcript publishes a daily farm and market page as well as a weekly farm page of special interest to the thousands of farm owners and their families in the Peoriarea. No wonder J. T. farm coverage is consistent and complete.
- **TOTAL ADVERTISING LEAD** of 2,833,732 lines for 1942.
- **TOTAL CIRCULATION INCREASE** of 40% in the past 5 years.

NOW OVER 62,917 TOTAL NET PAID CIRCULATION

★Includes 11 surrounding counties in a 30 to 50 mile radius of Peoria.

1ST PAPER IN ILLINOIS' 2ND MARKET

Peoria Journal-Transcript

WARD-GRIFFITH COMPANY, Inc.
National Representatives
Salt Lake City · Los Angeles · San Francisco
Chicago · Boston · Detroit · Atlanta · New York

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
SPRINGFIELD 75,503	Illinois State Journal (m) 47,307 Illinois State Register (e) 32,196 Combined daily (me) 79,493 Journal-Register (S) 66,138	... ... .18 18.	... ... .48 .48	(I-R) (AP-INS) (*ROP-2) (†) (3¢, 10¢S, 20¢w-dS) (108)	Copley Press, Inc. A. W. Shipton, Pres. J. Emil Smith, Pub. State Register Pub. Co. Geo. M. Clendenin, Pres.-Pub.	J. Emil Smith John Ferguson V. Y. Dallman Robt. L. Stubbs	R. A. Drysdale (sp) * Back and front of section, double inside. James Armstrong F. W. Weir (sp)	J. Paul Kienzle (cm) G. M. Clendenin Fred F. Hartman (bm) E. Wilson Rape (cm)	W. F. Dagon W. H. Henkes (n) J. J. Slaven (el) W. H. Henkes Wm. Matthews (n) F. A. Harbauer (el)	T. F. Grady (ms) V. O. Williams (ms)
					(Note: Week day ABC Circulation for period May 11, 1943-Sept. 30, 1942. Sunday, May 17, 1942-Sept. 30, 1942.)					
STERLING 20,000	Gazette (e) 9,113	.055	.18	(I) (AP) (ROP-1) (†) (108)	Sterling Gazette Co. D. W. Grandon, Pres.	D. W. Grandon Orville Storm	Orville Storm Harry E. Kidd (sp)	P. F. Grandon A. C. Carlson (bm) Geo. Engel (cm)	A. E. MacGregor F. J. Sheely (el)	C. M. Tyne (ms)
STREATOR 16,500	Times-Press (e) 9,254x	.05	...	(I) (AP) (†) (4¢, 20¢w) (1)	Times-Press Pub. Co. Fred LeRoy, Pres. John R. Fornof, Pub.	John R. Fornof	W. J. Godfrey Ralph Hart (sp)	John R. Fornof (gm-bm) G. C. Stevens (cm)	S. E. Dennehe	Geo. Davidson (ms)
TAYLORVILLE 8,313	Breeze-Courier (e) 4,757	.035	...	(I) (AP) (†) (3¢) (56-55a)	Breeze Prt. Co. Frank Reed, Pres.	Frank Reed	Mrs. Edith Sitzel Robert Harris (sp)			A. Skaggs (ms)
WATSEKA 3,744	Iroquois County Times (e ex Sat.) 3,668	.03	.03	(I-R) (UP) (†) (J) (5¢, 15¢w) (108)	J. E. and Margaret A. Mavity, Pubs.	Thomas Cooksey, Jr. (me)		J. Earle Mavity Margaret A. Mavity (bm)	W. O. Flanders J. E. Mavity (n)	B. White (ms)
WAUKEGAN 45,000	News-Sun (e) 17,329	.08	.30	(I-R) (AP, UP) (†) (J) (3¢, 20¢w) (none)	Keystone Ptg. Service, Inc. F. H. Just, Pres.-Pub.	F. H. Just Geo. Crawford	E. J. Macklin Jas. Levandusky (sp)	F. Ward Just Harry Porett (cm)	L. Comstock E. A. Faulkner (n) C. Pavey (el)	Carl Miller Bill Grams (ms)
WEST FRANKFORT 13,059	American (e) 4,220	.035	.12	(R) (UP) (†) (J) (5¢, 10¢w) (55a)	Daily American Co., Inc. Nell S. Midkiff, Pres.	Roger G. Kelly W. Henson Purcell	Roger G. Kelly	W. H. Purcell (bm) G. N. Purcell (cm)	G. N. Purcell (n) W. H. Purcell (n) Eunice Kelly (el)	C. C. Cooper (ms)
WHEATON 8,000	Journal (e) 2,850	.04	...	(I-R) (INS) (J) (3¢, 15¢w) (none)	George M. Smith, Pub.	Larmon D. Smith	William C. Bauler (sp)		Anne Moore Marie Dekan (el)	R. Hopkins (ms)
WOOD RIVER 8,197	Press (e)	...	...	(2¢) (none)	C. V. Stahl	C. V. Stahl		E. R. Haven (cm)		P. N. Todd (ms)
WOODSTOCK 6,123	Sentinel (e) 3,920	.04	...	(R) (†) (J) (3¢) (62)	Sentinel Co. C. F. Renich, Pub.	C. F. Renich	Geo. E. Sullivan Geo. Wurtzinger (sp)	Chas. F. Renich Wm. G. Cummins (cm)	Wm. G. Cummins	Emil A. DeCroix (ms)

INDIANA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA 4,801	News (e) 884	.02	...	(I) (INS) (J) (3¢) (24)	The Daily News K. J. Sullivan	K. J. Sullivan	Harry J. Sullivan	K. J. Sullivan		
	Times-Tribune (e) 1,346	.02	...	(I) (UP, INS) (2¢) (94)	R. B. Emshwiller, Pres.	R. M. Yelvington			R. B. Emshwiller (n)	A. G. French (ms)
ANDERSON 41,572	Bulletin (e) 20,387	.05	.27	(I-D) (AP) (ROP-1) (3¢, 18¢w) (1)	Bulletin Ptg. & Mfg. Co. George D. Crittenberger, Pres.-Pub.	Herbert M. Kennedy	Herbert M. Kennedy Gene Bock (sp)	G. D. Crittenberger Thomas Free (cm)	R. J. Wilson Jean Moore (n) Ruth Crouse (el)	Harry F. McKinley (ms)
	Herald (m ex M.) 14,904 Sunday edition (S) 15,378	.065 .065	... ...	(R) (AP) (3¢, 10¢S, 18¢w) (69)	Herald Pub. Co. Mrs. H. W. Toner, Pres. Williams M. Toner, Pub.	Williams M. Toner Edw. J. Ronsheim	Robt. C. Lamm (ce-sp)	E. A. Bailey (bm-circ dir) R. Belcher (cm)	William S. Parker Mrs. R. Eastman (el)	
ATTICA 3,760	Ledger-Tribune (e ex Sat.) 2,514	.03	...	(R) (AP) (†) (J) (56)	J. F. McDermond, Jr., Pub.	J. F. McDermond, Jr. J. M. Williams	Ralph Green (sp)	J. F. McDermond, Sr. Clyde Shuppert (cm)	J. F. McDermond, Sr. Eeta Lou Munson (el)	Leroy Bales (ms)
AUBURN 5,415	Star (e) 2,087	.025	...	(D) (UP) (J) (3¢) (none)	V. E. Buchanan			G. H. Hachet (bm) F. H. Nicolai (cm)	V. E. Buchanan	S. G. Kimmell (ms)
BEDFORD (16,017 ABC City)	Times-Mail (e) 6,618	.05	.15	(I) (AP) (†) (J) (3¢, 15¢w) (1)	George J. Wise & Stewart Riley, Pubs.	Stewart Riley Raymond Snapp	Raymond Snapp Alvin Brewster (sp)	Stewart Riley Eddie Corps (cm)	Grant Coover (a-el) Stewart Riley (n)	Mrs. J. B. Farmer Roy Cummings (ms)
BICKNELL 5,110	News (e)	...	...		William D. Murray, Pub.	James O. Less	G. Day James O. Less (sp)	William Murray Avenell Powell (cm)	Wm. Murray G. Day (el)	Wm. Powell (ms)
BLOOMFIELD 2,350	World (e) 3,026	.03	.18	(D) (INS) (†) (J) (3¢, 12¢w) (94)	John A. Watkins, Pub.	John A. Watkins		J. A. Watkins Esther Correll (cm)	J. A. Watkins	Jack Norris (ms)
BLOOMINGTON 20,212	Telephone (e) 2,674	.045	...	(R) (INS) (ROP-1) (†) (J) (5¢) (94)	B. W. Bradfute, Pub. (Color: Back page only.)	Blaine W. Bradfute Walter McElvain	Walter McElvain Grady Bennet (sp)	Blaine W. Bradfute Lucille Bell (cm)	Howard S. Wood Lucille Bell (el)	Howard Wood (apm) Sanford Deckard (ms)
	World (e) 3,026	.03	.06	(D) (AP) (†) (J) (5¢, 15¢w) (24)	Purcell Pub. Co., Inc. Ella R. Purcell, Pres.	Geo. W. Purcell, Jr.	Geo. W. Purcell, Jr. (ce-sp)	Geo. W. Purcell, Jr. V. H. Wiseman (bm) John S. Neal (cm)	V. H. Wiseman Patsy Bly (el)	V. H. Wiseman C. C. Davis (ms)
BLUFFTON 5,750	News-Banner (m) 3,918	.035	...	(I) (UP) (J) (4¢, 20¢w) (none)	News-Banner Corp. Roger G. Swaim, Pres.-Pub.	Roger G. Swaim	Orin Craven Franklin Buckner (sp)	Roger G. Swaim F. G. Thompson (bm) David Thompson (cm)	R. G. Swaim	Chas. Anderson (ms)
BRAZIL 8,200	Times (e) 4,461	.035	.12	(I-R) (UP) (3¢, 15¢w) (56)	J. A. Raper and G. H. James, Pubs.	Ralph H. Plumb Geo. H. James		James A. Raper (gm-bm) Hugh Halcomb (cm)	Joseph P. Badger	
CLINTON 9,250	Clintonian (e) 3,764	.025	.12	(R) (UP, INS) (†) (J) (3¢, 15¢w) (none)	George L. Carey, Pub.	George L. Carey	Martha M. Mackie	George L. Carey Rex Nowling (cm)	W. W. Wake	Herbert Senger (ms)
COLUMBIA CITY 4,400	Commercial-Mail (e) 1,426 Post (e) 1,795 Combined editions (e) 3,221	... ... .03	... ... .18	(R) (D) (UP) (J) (3¢, 12½¢w) (94)	Post & Mail Pub. Co.	Jas. D. Adams (ed-Post) F. W. Riddick (ed-Mail)	Edwin Meitzler John Q. Adams (sp)	F. W. Riddick (gm)	Charles H. White Foster W. Riddick (n)	Randall Gregg (ms)
COLUMBUS 15,039	Republican (e) 7,656	.05	.12	(I-R) (AP, UP) (†) (3¢, 15¢w) (32)	Ray'd S. Brown, Pub.	Melvin Lostutter	Robert Gordon (ce-sp)	Raymond S. Brown W. H. Nicholson (cm)	Dallas Robertson Lorella Boeschen (el)	Earl Henry (ms)
CONNERSVILLE 12,789	News-Examiner (e) 5,232	.03	...	(I) (AP) (ROP-1) (J) (5¢, 18¢w) (1)	News-Examiner Co. Mrs. E. W. Tatman, Pres. Geo. S. Tatman, Pub.	E. I. Higgs	C. Murray A. E. Neal (sp)	Geo. S. Tatman H. D. Gilliland (cm)	J. L. Foster R. Hoffman (el)	J. L. Foster (pm) E. A. Ferrier (ms)
CRAWFORDSVILLE 11,089	Journal-Review (e) 9,225x	.05	...	(I) (AP) (J) (3¢) (56)	Journal-Review, Inc. A. M. Smith, Pres. Foster Fudge, Pub.			Foster Fudge		
DECATUR 5,861	Democrat (e) 3,637	.03	.12	(D) (UP) (J) (3¢, 11¢w) (94)	Democrat Co. J. H. Heller, Pres.-Pub.	J. H. Heller	Pete Reynolds (ce-sp)	A. R. Holthouse (bm) C. E. Holthouse (cm)	A. R. Holthouse	
EDINBURG 2,466	Courier (e) 1,860	.02	...	(I-R) (J) (2¢) (none)	E. C. Allison, Pub.	H. A. Allison	Lyman Lutes Robt. Stine (sp)	E. C. Allison Harvey Allison (bm) Ryman Lutes (cm)	H. Allison	Lillian Dunavent Edgar Freese (ms)
ELKHART 33,434	Truth (e) 16,705	.055	.15	(I) (AP) (†) (3¢, 15¢w) (97)	Truth Pub. Co., Inc. C. D. Greenleaf, Pres.	Tom H. Keene	Emerson Martin Tom Stephenson (sp)	Tom H. Keene Jay G. Wallick (bm) S. D. Danforth (cm)	W. M. Fuller	D. A. Letherman (ms)
ELWOOD 10,913	Call-Leader (e) 2,261	.03	...	(I) (UP) (†) (3¢) (94)	Elwood Pub. Co., Inc. Ray F. Barnes, Pres.-Pub.	Charles F. Hardy	Bernard Schuck Chester Webb (sp)	Ray F. Barnes Helen Downey (bm) Dorothy Durham (cm)	Joseph Deeley Vern C. Oating (el)	Robert Ash (ms)
EVANSVILLE 97,062	Courier (m) 42,863 Courier-Press (S) 65,362 Press (e) 38,304 Combined daily (me) 76,167	... ...	... ...	(AP, UP) (ROP-1) (95) (AP, UP, SHNA, CDN) (ROP-1) (95)	Evansville Courier, Inc. Ed. J. Fehn, Pres. Evansville Press Co. W. C. Bussing, Pres. Evansville Ptg. Corp., Pub.	Don Scism Frank R. Ford		J. E. Price (cty em) G. R. Benedict (ctry em) J. E. Price (cm)	A. G. Hollander (ad-dir) J. F. Burton (loc) F. W. Bals (n) W. F. Lockwood (el) A. G. Hollander (ad-dir) J. F. Burton (loc) F. W. Bals (n) W. F. Lockwood (el)	

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
FORT WAYNE	Journal-Gazette									
122,057	(m) 55,478	.12	.17	(D) (AP, UP) (ROP-1) (†) (3¢, 20¢w) (65)	Journal-Gazette Co. W. A. Kunkel, Jr., Pres.-Pub.	Frank Roberts	J. C. Milner Robt. Reed (sp)	F. B. Ritchey (bm) Beecher Parks (cm)	A. Schaefer J. R. Williamson (n) Wm. A. Good (cl)	Miller Ellingham (pm)
	Sunday edition (S) 53,838	.12	.17							
	News-Sentinel (e) 58,824	.14	...	(I-R) (AP, UP, INS) (*Sat.) (†) (3¢, 5¢Sat., 15¢w, 65¢m) (1)	News Pub. Co. Helene R. Foellinger, Pres.-Pub. (Note: Saturday edition has 8-page-4 color comic section.)	W. J. Gross (ed'l-edit) Clifford B. Ward (ma)	Bryan P. Martin Howard Tenny (sp)	Helene R. Foellinger W. G. Andrews (cm)	F. E. Bennett Joseph N. Fritsch (cl)	
FRANKFORT	Times									
13,706	(m ex M.)	.055	...	(R) (AP) (†) (J) (5¢) (56)	G. Y. Fowler's Sons. Max Fowler, Pub.	Tom Heth (ma)	Paul Melfeld Ed Kirkpatrick (sp)	Robert Fowler (bm) Paul Sertain (cm)	Tom Heth	Paul Sertain Will G. Ross (ms)
	Sunday edition (S)	.055	...							
FRANKLIN	Star									
6,000	(e) 4,052	.03	.18	(I) (INS) (†) (J) (3¢, 15¢w) (32)	Aikens & Sellers	W. W. Aikens	Boyd Gill John Sellers (sp)	W. W. Aikens (gm-bm) Mrs. E. Brockman (cm)	James A. Waggener	Noel Nay (ms)
GARY	Post-Tribune									
111,719	(e) 33,503x	.12	.16	(I) (AP, UP, INS) (ROP-2) (†) (3¢, 20¢w) (19)	Gary P. & P. Co. H. B. Snyder, Pres. J. R. Snyder, Pub.	H. B. Snyder Don F. Dallaman	Arnold Coons Norman Werry (sp)	J. R. Snyder H. R. Snyder and F. E. Westcott (bm) W. C. Todd (cm)	F. E. Westcott P. H. Blue (cl)	F. Hubbard (apm) John Steffus (ms)
GOSHEN	News-Democrat									
11,500	(e) 5,729	.04	.07	(I-R) (UP) (†) (J) (3¢, 18¢w) (1)	News Ptg. Co. O. M. Kinnison, Pres.-Pub.	Roscoe C. Lehman O. M. Kinnison	J. Clayton Hughes Dale Peffley (sp)	O. M. Kinnison Geo. Biscomb (cm)	Leon Summy Belle Weinstein (cl)	W. T. Biscomb (ms)
GREENCASTLE	Banner									
4,900	(e) 3,890	.03	.12	(I-R) (UP) (†) (J (2¢, 12¢w) (56)	S. R. Rariden, Pub.	S. R. Rariden	S. R. Rariden			
GREENFIELD	Reporter									
5,175	(e) 2,510	.021	.09	(I) (INS) (†) (J) (2¢, 12¢w) (none)	Spencer Pub. Co. Viola B. Spencer and Dale B. Spencer, Pubs.	Dale B. Spencer Chas. W. Walker	Charles W. Walker (sp)	Viola B. Spencer (bm) Dorothea B. Spencer (cm)	Dale B. Spencer Viola B. Spencer (n)	R. Spencer (ms)
GREENSBURG	News									
6,037	(e) 3,854	.025	.025	(I-R) (INS) (†) (J) (3¢, 15¢w) (94)	Greensburg News Pub. Co. L. D. Braden, Pres.	L. D. Braden & E. J. Hancock	Kenneth N. Rinker	E. J. Hancock W. B. Lowe (bm) Forrest Eaton (cm)	M. L. Gordon W. B. Lowe (cl)	M. L. Gordon (apm) W. H. Wintin (ms)
HAMMOND	Times									
70,184 150,120 (ABC City)	(e ex Sat.) 30,309 Sunday edition (S) 29,698	.11 .11	... ...	(I-R) (UP, INS, CP) (†) (3¢) (19)	Lake County P. & P. Co. Stewart McHie, Pres. Sidmon McHie, Pub.	Rex L. Hidy	John Whitaker (sp)	Stewart McHie Gregory A. Lutz (bm) E. P. Fitzgerald (cm)	Samuel Postlewaite Joseph Hirts (cl)	Samuel Postlewaite
HARTFORD CITY	News-Times									
7,075	(e) 3,280	.035	.06	(I) (UP) (†) (4¢, 20¢w) (56)	H. E. Honey and R. W. Monfort, Pubs.	H. E. Honey and R. W. Monfort	Nelson C. Townsend Jess Kelley (sp)	Ruby Sills (cm)	H. E. Honey (n)	
HUNTINGTON	Herald-Press									
13,903	(e ex Sat.) 6,857	.05	.11	(I-R) (UP) (†) (3¢, 5¢S, 20¢w) (94)	Central Newspapers, Inc. Eugene C. Pulliam, Pres. Howard Zinn, Pub.	Howard Houghton Howard W. Zinn	Chas. M. Paul Jack Anson (sp)	Howard W. Zinn C. M. Thomas (bm) M. E. Robinson (cm)	Chas. M. Bartol Chas. M. Thomas (n) Fred Dick (cl)	D. S. Harvey (ms)
	Sunday edition (S) 6,903	.05	.11							
	News (e)	.035	...	(D) (†) (J) (3¢) (97)	Huntington News, Inc. C. W. H. Bangs, Pres.-Pub.	C. W. H. Bangs		C. W. H. Bangs (bm)	Faye E. Bangs	C. W. H. Bangs (ms)
	Sunday edition (S)	.035	...							
INDIANAPOLIS	Commercial									
498,000	(m) 1,105	.08	...	(I) (INS) (†) (J) (5¢) (54)	Commercial Pub. Co. Mark R. Gray, Pres.	Mark R. Gray		Jas. M. Bradford (bm) Ross Elsea (cm)	Byron Woods	Kenneth Vann (ms)
	News (e) 153,129	.30	...	(I) (UP) (ROP-3) (†) (3¢) (66-22)	News Pub. Co. Richard Fairbanks, Pres.-Pub.	Stephen C. Noland C. Walter McCarty	Wayne Guthrie William F. Fox, Jr. (sp)	Ray S. South (cm)	J. F. Breeze (n) Boyd Brown (loc) Robert Myers (cl)	Wm. H. Williams (ms)
	Star (m) 130,904	.24	.31	(I-R) (AP, UP, NANA) (ROP-3) (J) (3¢, 10¢S, 15¢w-m, 25¢w-m & S) (60)	Star Pub. Co. John C. Shaffer, Pres.-Pub.	John C. Shaffer James A. Stuart	Robert Kellum Blaine Patton (sp) J. L. Forcum (Su)	B. F. Lawrence E. C. Woempner (bm) Chas. Payne (cm)	W. D. Keenan R. E. Allen (n) S. S. Adams (cl)	F. G. McCormack (pm) F. L. Yeager (prod)
	Sunday edition (S) 167,592	.30	.36							
	Times (e) 88,7.3	.17	...	(I) (UP) (ROP-3) (†) (3¢, 15¢w) (95)	Times Pub. Co. Roy W. Howard, Pres.	Walter Leckrone Norman E. Isaacs	E. C. Heinke Eddie Ash (sp)	Mark Ferree (bm) James G. Allio (cm)	Louis D. Young (a-n) H. E. Walker (cl)	R. L. Veregge (ms)
JEFFERSONVILLE	News									
21,712	(e) 2,424	.025	.06	(D) (†) (J) (5¢, 10¢w) (24)		F. Dean Mitchell	Herbert McGregor (sp)	Mabel L. Hay M. F. Duitz (cm)	Thomas E. Jones M. J. Brock (cl)	W. B. Thornley (ms)
KENDALLVILLE	News-Sun									
6,000	(e) 2,650	.025	.0321	(I) (UP) (†) (J) (2¢) (56)	Kendallville Pub. Co. Mrs. C. O. Merica, Pres. R. V. Fischer, Pub.	R. V. Fischer	R. V. Fischer H. P. Shew (sp)	R. V. Fischer	H. P. Shew	H. P. Shew (pm)
KOKOMO	Tribune									
35,000	(e) 16,802	.08	.15	(I-R) (AP, UP) (†) (5¢, 20¢w) (1)	J. A. Kauts Estate	Ed. M. Souder	Lee J. Noble Richard Rainbolt (sp)	R. H. Blacklidge H. A. Rayburn (bm) C. A. Puterbaugh (cm)	G. J. Murphy	
LAFAYETTE	Journal & Courier									
36,000	(e) 36,215	.10	.10	(I-R) (AP, UP, INS) (tab. mag.) (2¢, 10¢w) (none)	Journal Courier Pub. Co. Henry W. Marshall, Pres. H. W. Marshall, Jr., Pub.	Henry W. Marshall Herbert C. Light	Herbert H. Heimlich Gordon Graham (sp)	Henry W. Marshall, Jr. John T. Hoffman (cm)	C. Walter Nelson Charles S. Bowen (n-cl)	William Dodson (ms)
LA PORTE	Herald-Argus									
19,500	(e) 9,068	.055	.06	(I) (UP) (†) (J) (3¢, 20¢w) (103)	La Porte Ptg. Co. H. A. Lindgren, Pres.-Pub.	Charles A. Beal Cy R. Parker	Forbes N. Julian Tom Clecka (sp)	H. A. Lindgren C. A. Beal (bm) M. E. Moyer (cm)	G. E. Moss (a-n) Mrs. June Henton (cl)	G. E. Moss P. F. Wells (ms)
LEBANON	Reporter									
6,529	(e) 4,024	.03	...	(I) (UP) (†) (J) (3¢, 18¢w) (none)	Lebanon Newspapers, Inc. E. C. Pulliam, Pres. J. M. Batterton, Pub.	Jesse M. Batterton	Alva H. Wyzkoop	Jesse M. Batterton J. R. Love (cm)	Jack Mossman Mary M. Jones (cl)	Earl Gillette (ms)
LINTON	Citizen									
6,263	(e) 4,290	.03	...	(D) (UP) (J) (3¢) (94)	Joe E. Turner, Pres. Eskin G. Turner, Pub.	Vance Sappenfield E. C. Turner	Vance Sappenfield	E. C. Turner E. L. Barnes (cm)	E. C. Turner Helen Grubbs (cl)	Hoyt Clark (ms)
LOGANSPORT	Pharos-Tribune									
22,489	(e) 13,187	.06	...	(I) (UP) (†) (3¢) (94)	Pharos-Tribune Co. Allen Sauers, Pres.		Allen Sauers Robert Bunger (sp)	Geo. D. Grubbs (bm) John M. Dunn (cm)	Walter Newman G. D. Grubbs (n) Margaret McIlwain (cl)	Albert Rettig (ms)
	Press (m ex M.) 9,887	.055	.06	(D) (AP) (3¢, 18¢w) (1)	Six County Pub. Corp. Mary A. Kerrigan, Pres. Peter J. Sullivan, Pub.		H. Rinier (ce-sp)	Peter J. Sullivan Wm. Planck (cm)	Betty Bigelow Peter J. Sullivan (n) Gwen Eagan (cl)	Chester Lesh (ms)
	Sunday edition (S) 10,037	.055	.06							
MADISON	Courier									
8,500	(e) 3,689	.025	.12	(R) (AP) ( ) (3¢, 15¢w) (77-5)	M. E. Garber, Pub.	M. E. Garber	L. G. Neal	G. P. Skeldon (cm)	J. E. McGuire	H. Hasfurder (ms)
MARION	Leader-Tribune									
26,767	(m ex M.) 8,355	...	...	(D)	Chronicle Pub. Co., Inc. D. B. Lindsay, Pres. G. D. Lindsay, Pub.	G. D. Lindsay D. Brannon	Gayle Warnock Harry Treber (sp)	G. D. Lindsay Gardner J. Thomas (bm) John W. Wiesman (cm)	E. W. Camp (adv. dir.) Lucille Stackhouse (n) Ethel G. Perdue (cl)	E. L. Hall (ms)
	Chronicle (e ex Sat.) 10,063	...	...	(R)						
	Combined daily (me) 18,418	.08	...	(AP, INS, UP) (ROP-2) (†) (3¢, 10¢S, 18¢w) (103)						
	Chronicle-Tribune (S) 17,624	.075	...	(1)						
MARTINSVILLE	Reporter									
5,009	(e) 2,842	.03	...	(I) (UP) (J) (108)	H. J. Martin	H. J. Martin	F. O. Good W. Marshall (sp)	H. C. Martin		
MICHIGAN CITY	News-Dispatch									
27,200	(e) 9,899	.06	.08	(I) (AP, UP, INS) (ROP-3) (†) (J) (5¢, 20¢w) (51)	Dispatch Pub. Co., Inc. Mrs. E. H. Honeywell, Pres.	Preston Calvert	Dorothy Burns Virginia Ferrier (sp)	Robt. C. Averitt Marie Sabel (cm)	Carl Timm H. Z. Meissner (cl)	John Gleason Jay King (apm) H. Bedenkop (ms)
MONTICELLO	Herald-Journal									
3,153	(e) 3,051	.03	...	(I) (UP) (†) (J) (3¢) (56)	Journal Co. D. D. & Jas. Raper, Pubs.	Lawrence O. Corey	Mabel Overman Al Douglas (sp)	Horace Hughes (cm)	D. D. Raper	A. H. Olsen (ms)
MOUNT VERNON	Democrat									
6,000	(e) 2,710	.02	.10	(D) (UP) (†) (J) (3¢, 15¢w) (94)	Edward F. Alles	Orvan R. Hall	A. G. White (sp)	Edward F. Alles	Alfred G. White A. V. Fullinwider (cl)	Alfred G. White (pm) John L. Clark (ms)
MUNCIE	Press									
52,345 (ABC City)	(e) 18,248	.07	.08	(I) (AP) (†) (3¢, 18¢w) (90)	Press Pub. Co. Anna C. Lockwood, Pres.	W. E. Sutton Leon Parkinson	Herbert Silverburg	Gordon B. Lockwood Jos. W. Greene (cm)	W. R. Robinson W. A. Letzler (n) Jas. M. Fisher (cl)	
	Star (m) 23,859	.08	...	(I-R) (AP) (†) (3¢, 18¢w) (60)	Star Pub. Co. J. C. Shaffer, Pres.-Pub.	John C. Shaffer John O. Ferris	W. V. Winder Bob Barnet (sp) John O. Ferris (Su)	Frank E. Harrold W. Milo Carter (bm) Horace E. Payne (cm)	L. A. Baldwin C. H. Pearman (n) Thos. Skillman (cl)	
	Sunday edition (S) 29,590	.06	...							

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
NEW ALBANY 30,000	Tribune (e) 5,255	.04	.12	(R) (†) (J) (3¢, 12¢w) (103)	Tribune Co., Inc. James E. Montgomery, Pres.-Pub.	J. E. Montgomery	G. E. Weinmann Wally Criswell (sp)	James E. Montgomery. B. C. Wicker (cm)	Al J. Schansberg J. E. Montgomery (n) Maxine Hook (cl)	Al J. Schansberg
NEW CASTLE 20,000	Courier-Times (e) 8,650	...	...	(I) (AP) (ROP-1) (†) (J) (3¢, 15¢w) (94)	New Castle Ptg. Co. W. S. Chambers, Pres.	W. S. Chambers Scott Chambers (me)	Ed. Ogborne (sp)	W. S. Chambers (bm). L. Gilford Eden (cm)	Harry Cooper Helen Beam (cl)	L. Decker (ms)
NOBLESVILLE 6,000	Ledger (e) 4,008	.03	...	(R) (INS) (†) (J) (3¢, 15¢w) (56)	Noblesville Daily Ledger, Inc. E. E. Neal, Pres.	E. E. Neal C. S. Neal		Chas. S. Neal (gm)		
PERU 13,500	Tribune (e) 7,142	.05	.12	(D) (UP) (†) (5¢, 20¢w) (81)	Tribune Pub. Co., Inc. Joe H. Nixon, Pres.	T. J. Walsh		Joe H. Nixon Pete Lawrence (cm)	R. V. Sherping S. Wackerle (cl)	G. Van Steenberg (ms)
PLYMOUTH 6,000	News (e) ..... Pilot (e) ..... Combined edition (e) 4,498	... ... .035	... ... .18	(D) (R) (UP) (†) (103)	Pilot Co. Samuel E. Boys, Pres.	Samuel E. Boys	Bertram L. Enos H. F. Grossman (sp)	Samuel E. Boys Alfred R. Boys (cm)	Howard F. Grossman Samuel E. Boys (n)	A. L. Bibler (ms)
PORTLAND 8,500	Commercial-Review (e) 5,946 Sun (e) 3,050 Combined edition (e) 7,005	... ... .06	... ... .18	(R) (D) (UP) (J) (3¢, 15¢w) (94)	E. A. Fulton, Pres. Morton S. Hawkins, Pub.		Walter Clever (sp)	Orvil Fikel (bm-cm)	Walter Clever (cl)	W. Clever R. Spahr (ms)
PRINCETON 8,500	Clarion-News (e) 2,180 Democrat (e) 2,406 Combined edition (e) 4,586	... ... .035	... ... .10	(R) (D) (UP) (†) (3¢, 15¢w) (none)	Princeton Pub. Co., Inc. Vera M. Scheerer, Pres.-Pub.	L. L. Mahan (e-n) B. Fettinger (d)		Bertha L. Stormont (cm)	Virgil E. Faust Maida Slayton (cl)	V. E. Faust (apm) Roy Montgomery (ms)
RENSSELAER 3,214	Republican (e) 1,988	.025	...	(R) (J) (3¢) (none)	S. C. Robinson	H. B. Clark		S. C. Robinson (bm) H. B. Clark (cm)		
RICHMOND 35,147	Palladium-Item (d ex Su-M) 24,831 Sunday edition (S) 24,631	.10 .10	.22 .22	(I-R) (AP, INS) (†) (5¢, 20¢w) (105)	Palladium Pub. Corp. R. G. Leeds, Pres.-Pub.	R. G. Leeds L. M. Feeger	Marvin Pickett Kenneth Murphy (sp) Joseph Reis (Su)	R. G. Leeds L. M. Feeger (bm) Leonore T. Walker (cm)	Robert R. Reid (a-n) C. F. Fesling (cl)	G. A. Righter (ms)
ROCHESTER 3,950	News-Sentinel (e) 3,150	.025	...	(D) (INS) (J) (3¢, 15¢w) (94)	Barnhart-Van Trump Co. Hugh A. Barnhart, Pres.	Carl Van Trump	R. R. Young Joe Sparks (sp)	Hugh A. Barnhart Kenneth Overstreet (cm)	Russell Parker Carl Van Trump (n) Mary Pyle (cl)	Kenneth Overstreet Russell Parker (apm) Floyd Van Trump (ms)
RUSHVILLE 6,000	Republican (e) 3,173 Telegram (m) 959 Combined daily (me) 4,132	... ... .03	... ... .12	(R) (D) (AP) (†) (J) (3¢, 15¢w) (94)	Republican Co. E. J. Hancock, Pres.	Louis C. Hiner		E. J. Hancock W. L. Kendall (bm) R. Montgomery (cm)	O. R. Cartmel Mrs. Leah Simpson (cl)	O. R. Cartmel Frank Priest (ms)
SEYMOUR 11,000	Tribune (e) 3,655	.03	.13	(I) (AP) (†) (J) (3¢, 15¢w) (56)	Tribune Co., Inc. R. E. Harris, Pres. John H. Conner, Pub.	John H. Conner	T. Perry Wesley		Paul R. McGuire	M. J. Plump (ms)
SHELBYVILLE 10,791	Democrat (e) 2,031 Republican (m) 4,803 Combined daily (me) 6,834	... ... .045	... ...	(D) (R) (AP, UP, INS) (†) (J) (2¢) (94)	Democrat Pub. Co. D. W. Avery, Pres.	L. M. Kinman (m) Norman Thurston (e) M. T. Ayers	N. L. Thurston (ce-e) L. M. Kinman (ce-m) John D. Scott (sp-e) Dan Meloy (sp-m)	Marion T. Ayers Fred L. Jones (cm-e) Chas. Miller (cm-m)	Robt. Williams Dan Meloy (n)	Dan Meloy Robt. Williams (apm) D. W. Avery (ms)
SOUTH BEND 110,000	Tribune (e) 78,258 Sunday edition (S) 76,307	... ...	... ...	(I-R) (UP, AP, INS) (ROP-3) (†) (3¢, 10¢S, 20¢w) (100)	South Bend Tribune F. A. Miller, Pres.	F. A. Miller W. R. Walton	Russell P. Johnson James Costin (sp)	C. E. Crockett Neil C. Snyder (cm)	E. J. Meehan (acting) C. Harding (acting-a) Harold Hatfield (cl)	E. J. Meehan (acting-apm) J. W. Harding (ms)
SPENCER 2,500	World (e ex Sat.) 2,917	.025	.06	(D) (ROP-1) (†) (J) (3¢, 12¢w) (94)	Mrs. Helen Kaufman, Pub.	Mrs. Helen Kaufman	Mrs. John Hight Paul Kenney (sp)		H. R. Kaufman (cl)	
SULLIVAN 5,300	Times (e) 3,720	.025	...	(D) (UP) (J) (3¢, 12¢w) (103)	Paul Poynter, Pub.	Joe H. Adams		Mrs. Eleanor P. Jamison (bm)		
TERRE HAUTE 62,693	Star (m) 28,084 Tribune (e) 28,854 Combined daily (me) 56,858 Tribune-Star (S) 34,178	.09 .09 .15 .09	.12 .12 .20 .15	(R) (D) (AP, UP) (*S) (†) (3¢, 10¢S, 15¢w-m, e) (97)	Tribune-Star Pub. Co., Inc. Crawford Failey, Pres.	James Beasham (m) Wm. F. Cronin (e)	S. Davis Fox (ce-m) M. P. House (ce-e) Forest Gardenwine (sp-m) Robt. Nesbitt (sp-e) Wm. F. Cronin (Su)	Louis F. Keifer Paul Hanrahan (c-dir) Charles White (cm-m) John Melosh (cm-e)	Frank Shannon (ad-dir) Wood H. Gagsby (n) Robt. Thompson (cl)	Harry Brentlinger (ms)
TIPTON 5,062	Tribune (e) 2,822	.02	.12	(I) (J) (3¢, 15¢w) (none)	Ramsay & O'Banion	F. N. Ramsay	Paul R. Squires (ce-sp)	C. L. O'Banion (bm)		Fred Saissline (ms)
UNION CITY 5,000	Times-Gazette (m) 1,934	.03	.12	(I) (INS) (J) (3¢, 15¢w) (none)	Gazette Pub. Co. Russell E. Wise, Pres.-Pub.	Gilbert E. Swaim		Mrs. Hazel Meredith (cm)	James J. Patchell Hazel Meredith (cl)	R. B. Conkling (ms)
VALPARAISO 9,500	Vidette-Messenger (e) 4,310	.035	...	(I-R) (UP) (†) (J) (3¢, 18¢w) (94)	Vidette-Messenger Co. Mrs. L. M. Whipple, Pres.	Robt. Allett (me)	E. Zimmerman Richard Haratine (sp)	Avery B. Weaver	Robert Bibler A. B. Weaver (n) Walter Hewitt (cl)	John G. Allett (ms)
VINCENNES 20,000	Sun Commercial (e ex Sat.) 12,318 Sunday edition (S) 12,314	.07 .07	.18 .18	(D) (AP) (†) (3¢, 20¢w) (94)	Vincennes Newspapers, Inc. E. C. Pulliam, Pres. Howard N. Greenlee, Pub.	Ross H. Garrigus	A. R. Cochran Geo. Byers (sp)	Howard N. Greenlee R. D. Maney (cm)	C. S. Williston H. N. Greenlee (n) Claribelle Lauridsen (cl)	R. D. Maney (pm) H. E. Beck (ms)
WABASH 11,000	Plain Dealer (e) 3,724 Times-Star (m) 2,220 Combined edition (me) 5,944	... ... .045	... ... .12	(UP) (†) (5¢, 20¢w) (81)	Plain Dealer Co., Inc. Joe H. Nixon, Pres.	Merritt W. Sills	J. Grover E. Allen (sp)	Joe H. Nixon Lera Mae DeLauter (bm) Robt. King (cm)	H. Hammon W. Rohrer (n) W. Brandenberg (cl)	W. L. Foster (ms)
WARSAW 6,600	Times (e) 3,618 Union (m) 2,415 Combined daily (me) 6,033	... ... .06	... ... .06	(R) (D) (UP) (5¢, 20¢w) (none)	Reub Williams & Sons. Logan H. Williams, Pres.	Logan H. Williams (e). R. O. Nusbaum (m) Raymond B. Williams (e) R. O. Nusbaum (m)	R. O. Nusbaum Robert McGlynn (sp)	R. B. Williams (gm-bm) Ruby A. Carrol (cm)	Wm. Mollenhour Helen Smith (n-cl)	Wm. Mollenhour McRea Rea (ms)
WASHINGTON 12,000	Democrat (e) 4,553 Herald (e) 4,527	.03 .035	.12 .24	(D) (INS) (†) (J) (4¢, 20¢w) (94) (R) (AP) (†) (4¢, 20¢w) (56)	Boyd & Backus P. R. Bausman, Pub.	Sam B. Boyd (me) Paul R. Bausman Don Ellis	Ralph I. Burris Ronald Arvin (sp)	Earl Ellis (cm) Don Ellis John Horrall (cm)	Richard Backus Louis J. Kiefer Sue Ann Schild (cl)	J. E. Spaulding (ms)
WINCHESTER 5,303	News (m) ..... Journal-Herald (m) ..... Combined daily (m) 3,256	... ... .025	... ... .12	(D) (R) (INS) (J) (3¢, 15¢w) (94)	Journal Herald Corp. N. Mendenhall, Pres. R. E. Wise, Pub.	Robert M. Kist	Richard Simons (sp)	Robert M. Kist E. W. Buckmaster (bm) Ruth Reno (cm)	E. W. Buckmaster	James Bailey (ms)

IOWA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
AMES 13,000	Tribune (e) 4,632	.04	.12	(I) (UP) (†) (3¢, 15¢w)	Tribune-Times Co., Inc. W. S. Rupe, Pub.	Robt. J. Sprinkle	Tom Toborg (ce-sp)	Hollis J. Nordyke (bm). Ken Cordes (cm)	H. J. Nordyke Evelyn Alcott (cl)	Frank E. Horning (ms)
ATLANTIC 5,802	News-Telegraph (e) 5,050	.04	.15	(I-R) (INS) (5¢, 50¢m) (none)	News-Telegraph Pub. Corp. F. D. Simpson, Pres.-Pub.	F. D. Simpson	W. E. Tracy	F. D. Simpson (bm-gm) L. I. Heath (cm)	Lydia R. Otto	Lydia R. Otto (apm) S. G. Gibson (ms)
BOONE 12,444	News-Republican (e) 4,275x	.04	.12	(R) (AP, UP, INS) (J) (3¢, 15¢)	S. G. Goldthwaite, Pub.	S. G. Goldthwaite Kenneth S. Goodrich	Wm. Kerr (ce-sp)	S. G. Goldthwaite Fred E. Henry (bm) Ralph H. Cappe (cm)	Ralph Cappe Fred E. Henry (n) Bertha von Krog (cl)	Lester Hohanshelt (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BURLINGTON 41,456	Hawk-Eye Gazette (e) 18,570	.065	.20	(I) (AP) (†) (mer) (5¢, 20¢w) (97-36)	Hawkeye-Gazette Co. Sidney F. Harris, Pres. Clarence W. Moody, Pub.	Clarence W. Moody Thomas Green	C. W. McLaury John W. Berkebile	C. W. Moody C. M. Morgan (bm) Le Roy H. Peica (cm)	Chas. M. Morgan Betty Bice (n) A. E. Schaefer (cl)	Betty Bice P. Willey (ms)
CARROLL 5,400	Times-Herald (e) 4,223	.04	.24	(I-R) (AP) (†) (J) (5¢, 11¢w) (56)	Herald Pub. Co. James R. Rhodes, Pres.	James W. Wilson		James W. Wilson (gm-bm) H. Braklow (cm)	James W. Wilson	J. E. Krause (ms)
CEDAR FALLS 9,400	Record (e) 2,472	.03	.12	(R) (†) (J) (3¢, 10¢w) (none)	Record, Inc. Wm. V. Anthony, Pres-Pub.	Wm. V. Anthony H. J. Brown	Aaron Levine (sp)	Emmit Chapin (cm)	V. L. Hansen	L. F. Franks (ms)
CEDAR RAPIDS 63,500	Gazette (e) 44,429 Sunday edition (S) 44,138	.15 .15	.30 .30	(I) (AP, UP, INS) (†) (mer) (5¢, 8¢S; 25¢w) (1)	Gazette Co. J. L. Miller, Pres.-Pub.	Clare Marshall (edl dir) Harry E. Boyd E. C. Hoyt	George Mills Tait Cummins (sp) Gene Farmer (Su)	John L. Miller L. J. Nilles (bm) James N. Faulkes (cm)	C. H. Moore J. F. Hladky, Jr. (n-cl)	Wm. Rasley (apm) Henry Bromek (ms)
CENTERVILLE 5,413	Iowegian & Citizen (e) 5,135	.04	...	(R) (AP) (ROP-1) (†) (J) (3¢, 15¢w) (56)	J. M. Beck & J. R. Needham, Pubs.	J. M. Beck R. K. Beck	C. B. DePuy A. Barron (sp)	J. R. Needham	Wm. Porter Beulah Myers (cl)	
CHARLES CITY 8,683	Press (e) 3,732	.035	.18	(R) (AP) (†) (J) (5¢, 15¢w) (34)	L. H. Henry & Sons	L. H. Henry Harold S. Henry	Lyman Henry 2d (sp)	H. S. Henry G. H. Ortmayer (cm)	P. J. Schaedler	S. C. Henry (ms)
CHEROKEE 7,469	Times (e) 3,478	.04	.10	(I) (AP) (†) (J) (5¢, 15¢w) (34-56a)	Times Pub. Co. Justin Barry, Pres.	Justin Barry W. Max Gordon	Wilbert Reits Max Gordon (sp)	Justin Barry (bm) Al Spray	Dwight R. Clark	W. E. Bywater (pm) V. Riordan (ms)
CLINTON 29,127	Herald (e) 19,296	.09	.15	(I-R) (AP, UP, INS) (†) (5¢, 20¢w) (1)	Herald Co. C. Y. Hancock, Pres. C. Y. Hancock & A. M. Clapp, Pubs.	W. C. Eastland	J. A. Ryan (sp)	A. M. Clapp A. E. Meyer (cm)	D. A. Lundgren A. M. Clapp (n) Agnes Redman (cl)	P. F. Kanler (ms)
COUNCIL BLUFFS 41,439	Nonpareil (e ex Sat.) 15,007 Saturday edition (e) 16,753 Sunday edition (S) 14,943	.09 ... ... .09	... ...	(I) (AP) (†) (ROP-1) (3¢, 10¢S) (47-56a)	New Nonpareil Co. R. R. O'Brien, Pub.	A. M. Piper Leroy Wallace (me)	Harry Mauk A. Thornell (sp)	Robert O'Brien John O'Brien (cm)	Bert Williams Glen Gablinghorst (cl)	George Fouts (ms)
CRESTON 8,033	News Advertiser (e) 4,643	.04	.18	(I) (AP) (ROP-1) (†) (J) (3¢, 15¢w) (56a)	W. E. Day, Pub.	Frank C. Travers Lewis C. Debo		W. E. Day Ralph Ducommun (cm)	Edward Fessler W. E. Day (n) Alma Johnson (cl)	W. E. Day (pm) Ralph Griffin (ms)
DAVENPORT 72,500	Democrat & Leader (e-ex Sat.) 14,773 Times (e) 28,335 Combined edition (e) 41,108 Sunday Democrat (S) 19,341	... ... .16	... ...	(D) (I-R) (AP, UP) (ROP-1) (†) (5¢, 20¢w) (82)	Democrat Pub. Co. E. P. Adler, Pres. L. M. Turnbull, Pub. Times Co. E. P. Adler, Pres.-Pub.	Hugh Harrison (ms) R. J. Leysen	W. A. Caperley John O'Donnell (sp) Robt. Klauer Leo Kautz (sp)	L. M. Turnbull (gm-bm) C. E. Grayson (cm) Ed Mill (cm)	G. E. Larson H. C. Curran (n) Roger Coryell (cl) John Feser H. C. Curran (n) Joseph Klouda (cl)	C. H. Bleuer (ms) Emil Lundberg (ms)
DES MOINES 168,500 189,169 (ABC City)	Register (m) 170,891 Tribune (e) 130,842 Combined daily (m) 301,733 Sunday edition (S) 374,909	... ... .55 .60	... ... .55 .60	(I) (AP, UP, CDN) (*S) (ROP-2) (†) (J) (3¢ cty., 5¢ ctry, 30¢m, ctry, 20¢e, ctry, 35¢m, e, S, cty) (85)	Register & Tribune Co. Gardner Cowles, Jr., Pres. Gardner Cowles, Chr. Brd. John Cowles, V. P.	Harvey Ingham W. W. Waymack (vp-ed) Kenneth MacDonald (ms)	Herbert Kelly (co-m) Paul Cotton (co-e) G. W. Taylor (sp-m) Jack North (sp-e)	Gardner Cowles, Jr. Arthur T. Gormley (bm) W. A. Cordingley (cm)	Forrest R. Geneva Chas. Feldmann (n) M. M. Brown (cl)	John Marston Joe. Pezdirts (ms)
DUBUQUE 43,892	Tribune (m ex M)	...	...		Catholic Ptg. Co. Chas. N. Nennig, Pres. Henry R. Gonner, Pub.	Chas. N. Nennig	Lloyd Cain Carl C. Ochs (sp)	H. R. Gonner G. M. Kotinek (cm)	Harry Hatzenbuehler Lorraine Spahn (cl)	Will Hennig (ms)
	Telegraph-Herald (e ex Sat.) 32,640 Sunday edition (S) 33,094	.11 .11	.14 .14	(I) (AP, UP, INS) (†) (J) (5¢, 20¢w) (103)	Telegraph-Herald Co. F. W. Woodward, Pres.-Pub.	Harry C. Slichter	D. Earl Sands F. Albert Ney (sp) Harry C. Slichter (Su)	F. Robt. Woodward M. R. Kane (bm) W. J. Arndt (cm)	O. J. Curley John Sprengelmeyer (cl)	F. Robt. Woodward O. J. Curley (apm) B. F. Davidson (ms)
ESTHERVILLE 5,800	News (e) 2,981	.03	.10	(I) (AP) (†) (J) (3¢, 15¢w) (56)	Deemer Lee, Pub.	Deemer Lee				
FAIRFIELD 6,900	Ledger (e) 4,547	.04	.18	(R) (INS) (†) (4¢, 20¢w) (56a)	Ledger Co. Walter E. Williams, Pub.	Dean Taylor	Wm. R. Baker Carl Snider (sp)	Wendell E. McWilliams (cm)	Ben J. Taylor	Harold Watts (ms)
FORT DODGE 23,000	Messenger & Chronicle (e) 13,715	.07	...	(I-R) (AP) (ROP-1) (†) (J) (5¢, 20¢w) (32)	Messenger Ptg. Co. H. V. Roberts, Pres.	Granger P. Mitchell		W. S. Merryman J. W. Townsend (cm)	W. G. Hale	A. McCormack (ms)
FORT MADISON 15,300	Democrat (e) 5,259	.05	.21	(I) (UP) (†) (J) (5¢, 20¢w) (direct)	Democrat Co., Inc. W. J. McGiffin, Pres. W. T. Mershon, Pub.	H. G. Funkhouser	Ed. Bradley (sp)	W. T. Mershon (gm-bm) H. L. Peterson (cm)	W. E. Gerdes W. T. Mershon (n) Betty Whalton (cl)	Wm. Timmermeyer (ms)
IOWA CITY 18,000	Iowan (m ex M) 3,562 Sunday edition (S) 3,562	.03 .03	.10 .10	(I) (AP) (†) (5¢, 15¢w) (none)	Student Publications, Inc. Fred. M. Powsall, Pub.	James F. Zabel J. S. Parks	H. E. Goodwin Donald W. Slye (sp) James F. Zabel (Su)	Fred M. Powsall John J. Greer (bm) S. G. Stein (cm)	John Greer Charlene Hora (cl)	L. K. Norris (ms)
	Press-Citizen (e) 7,956	.05	...	(I) (AP) (ROP-2) (†) (5¢, 20¢w) (56a)	Press-Citizen Co., Inc. M. C. Speidel, Pres.-Pub.	Ron Tallman (ms)	Bert Johanneson Bob Collins (sp)	W. T. Hagebeck E. J. Liechty (cm)	K. E. Greene Alma Soucek (cl)	Guy Chappell (ms)
KEOKOK 16,000	Gate City (e) 6,536	.05	.045	(I) (UP) (ROP-1) (†) (5¢, 20¢w) (56)	Gate City Co., Inc. Dale E. Carrell, Pres.	Dale E. Carrell Douglas Lamont	John Heisenthal Douglas Lamont (sp)	Dale E. Carrell C. C. Carrell (bm) F. Rosengrans (cm)	Ralph Kling Korine Bevering (cl)	R. Kling Ross Bunch (ms)
MARSHALLTOWN 20,200	Times-Republican (e) 11,091x	.15	.08	(R) (AP) (5¢ 20¢w) (56a)	Times-Republican Ptg. Co. D. W. Norris, Pres.-Pub.	D. W. Norris Don K. Hoopes	Paul G. Norris, Jr. Chalmers Greene (sp)	Karl Melcher (bm) James Preston (cm)	Ervine Harland John Garwood (cl)	Leo Sullivan (ms)
MASON CITY 27,080 31,654 (ABC City)	Globe-Gazette (e) 19,025	.08	...	(I-R) (AP, UP) (†) (ROP-1) (82-82a-56a)	Globe-Gazette Co. E. P. Adler, Pres. L. P. Loomis, Pub.	W. Earl Hall (me)	Enoch Norem J. Evan Heel (sp)	Lee P. Loomis I. W. Hillstrom (cm)	L. L. Geer M. Cunningham (n) R. Liesveld (cl)	W. McCauley (ms)
MISSOURI VALLEY 3,994	Times (e) 1,944	.03	...	(I) (AP) (†) (J) (5¢) (34)	Willard M. S. Dale and Chester B. Crouch, Pubs.	Warren Chamberlain		Ray Salter (cm)		
MOUNT PLEASANT 4,610	News (e) 3,015	.03	...	(R) (INS) (†) (J) (3¢) (56-56a)	Chas. S. Rogers	A. M. Paterson	M. S. Payne Deane Morgan (sp)	W. K. Rogers E. MacNulty (cm)	W. K. Hoff C. G. Haney (cl)	W. K. Hoff E. H. Nicholson (ms)
MUSCATINE 21,029	Journal & News Tribune (e) 8,133	.05	.18	(I) (AP) (ROP-2) (†) (5¢, 20¢w) (82)	Journal Ptg. Co. E. P. Adler, Pres.	Walter Russell (me)	Cora Stohr Walter Van Zyl (sp)	C. L. Bunker (bm) Wm. Fahy (cm)	C. L. Bunker Margaret Griffith (n)	Arthur Schmeichel (ms)
NEVADA 3,500	Journal (e) 4,392	.04	.15	(I-R) (INS) (†) (J) (5¢, 15¢w) (101-56a)	Benjamin Bros. O. J. Benjamin & G. A. Benjamin, Pubs.	C. E. Armstrong	Percy Carney (sp)	O. J. Benjamin Clayton Hansen (bm)	Kermit Anderson O. J. Benjamin (n)	G. A. Benjamin (ms)
NEWTON 11,000	News (e) 5,385	.04	.10	(I-R) (AP) (ROP-1) (†) (J) (5¢, 15¢w) (56)	News Ptg. Co. James R. Rhodes, Pres.-Pub.	James R. Rhodes E. J. VanNostrand	Delmer R. Squires Jack Russell (sp)	L. O. Brewer C. P. Starrett (cm)	Herbert O. Tschudy Julia Phillips (cl)	J. W. Haldeu (ms)
OELWEIN 8,094	Register (e) 4,072	...	...	(R) (UP) (†) (J) (5¢, 20¢w) (none)	H. V. Hoyer & L. A. Warren, Pubs.	L. A. Warren H. V. Hoyer	Alberta Ibach	H. V. Hoyer J. W. Leiser (cm)	L. A. Warren Gwendolyn Maddy (n) Dorothy Gerstenberger (cl)	L. A. Warren (ms)
OSKALOOSA 11,024	Herald (e) 5,835	.04	...	(R) (UP) (†) (J) (5¢) (56a)	Herald Co. Phil Hoffmann, Pres. C. S. Walling, Pub.	Phil Hoffmann	C. D. Foehlinger Bruce Mathew (sp)	A. K. Walling C. S. Walling (bm) Harry Fitch (cm)	Marshall Blake A. K. Walling (n) Doris Reich (cl)	E. H. Griffis (ms)
OTTUMWA 33,000	Courier (e) 18,048	.07	.15	(R) (AP) (ROP-1) (†) (5¢, 20¢w) (82)	Courier Ptg. Co. E. P. Adler, Pres. John Huston, Pub.	C. S. Johnston (me)	A. E. Efner Emmett Mowery (sp)	John Huston Ira Downing (bm) Ed. Keefe (cm)	C. C. Meisters John Huston (n) Lillian Orr (cl)	M. L. Lawrence E. H. Voss (ms)
PERRY 6,000	Chief (e) 4,132	.04	.043	(I-R) (AP) (ROP-1) (†) (J) (5¢, 15¢w) (56)	Chief Ptg. Co. James R. Rhodes, Pres. J. R. Rhodes & G. E. Whitehead, Pubs.	G. E. Whitehead Daniel Minnick	Daniel Minnick	G. E. Whitehead Doris Johnson (cm)	M. E. Dake Louise Hager (cl)	Jas. Grasey (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Mgr.	Adv. Manager Natl. Adv. Mgr. Classified Mgr.	Promotion Manager Adv. Prom. Mgr. Mech. Supt.
SHENANDOAH 6,853	Sentinel (e) 3,451	.03	.15	(I-R) (UP) (†) (5¢, 15¢w) (none)	Sentinel Pub. Co. W. D. Archie, Pres. R. K. Tindall (acting-Pub.)	R. K. Tindall	Bob Tyson (sp)	R. K. Tindall (gm-bm) Bob Tyson (cm)	Loran Moorhead Nelle Howard (n) Randolph Stewart (cl)	Ralph Powers (ms)
SIOUX CITY 87,000	Journal (m) 53,236	...	...	(I) (AP) (ROP-1) (†) (J) (5¢, 25¢w) (82)	Journal-Tribune Pub. Co. W. H. Sammons, Pres.-Pub.	A. F. Allen J. W. Carey	Kenneth Stock Ed. Lalley (sp) Willis Forbes (Su)	W. H. Sammons (gm-bm) E. E. Towns (cm)	W. E. Sotherland T. N. Nissen (cl)	
	Sunday edition (S) 56,848	.17	.28							
	Journal-Tribune (e) 27,552	...	...							
	Combined daily (me) 80,788	.24	.28							
SPENCER 6,699	Reporter (e) 5,328	.05	.18	(I-R) (AP) (ROP-1 (J) (5¢, 20¢w) (none)	Spencer Pub. Co., Inc. W. J. McGiffin, Pres. E. J. Lawrence, Pub.	Raymond Anderson	Margaret Follock	E. J. Lawrence (bm) Thos. Shephard (cm)	S. S. Boyd E. J. Lawrence (n) Leota Shephard	R. R. Jackson (ms)
VINTON 4,200	Cedar Valley Times (e) 4,652	.04	.12	(I) (INS) (†) (J) (15¢w) (none)	H. G. Kruse Estate	M. P. Kruse		F. B. Kruse (tm)	Fred Braginton	Frank Moseman (ms)
WASHINGTON 5,250	Journal (e) 3,423	.03	.18	(R) (UP) (†) (J) (3¢, 15¢w) (none)	Elder, Shannon & Co., Inc. R. E. Shannon, Pres.-Pub.		Bruce Cowden	David R. Elder (bm)	W. J. Shannon	Max A. Marble (ms)
WATERLOO 61,092	Courier (e ex Sat.) 38,197	.12	.20	(I-R) (INS, UP, AP) (†) (3¢, 20¢w) (100)	W. H. Hartman Co., Inc. John P. von Lackum, Pres.	Jackson McCoy E. R. Moore (me)	Burton T. Burritt E. R. Moore, Jr. (sp) E. R. Moore (Su)	Jackson McCoy (gm-bm) Ray C. Eggert (cm)	E. G. Carey Helyn Miller (cl)	Ray C. Eggert E. G. Carey (apm) Earl Boller (ms)
	Sunday edition (S) 37,788	.12	.20							
WEBSTER CITY 7,500	Freeman-Journal (e) 3,115	.03	...	(I-R) (AP) (†) (J) (3¢, 9¢w) (56a)	Freeman-Journal Pub. Co. W. F. Hunter, Pres. George C. Tucker, Pub.	W. F. Hunter	Max Maxon Ray Johnson (sp)	Geo. C. Tucker (gm-bm)		C. V. Warren H. R. Packard (ms)
	Daily and Rural edition (Mon. & Thurs.) 4,054	.04	...							

KANSAS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Mgr.	Adv. Manager Natl. Adv. Mgr. Classified Mgr.	Promotion Manager Adv. Prom. Mgr. Mech. Supt.
ABILENE 5,826	Reflector-Chronicle (e) †3,806	.04	.12	(R) (AP, UP) (†) (J) (5¢, 15¢w) (24)	R-C Publishers, Inc. C. M. Harger, Pres. † (Note: For period May 1, 1942 to Sept. 30, 1942.	C. M. Harger	Bob Wilson (ce-sp)	C. W. Wheeler (gm-bm) J. H. Ringwood (cm)	C. F. Rupp Ceola Gatch (cl)	D. L. Carter (ms)
ARKANSAS CITY 12,752	Traveler (e) 5,372	.05	...	(I) (AP) (†) (J) (ROP-2) (3¢) (24)	Traveler Pub. Co. Oscar S. Stauffer, Pres.-Pub.	F. W. Frailey (me)	F. W. Frailey Rex Woods (sp)	Gordon P. Martin H. Calkins (cm)	N. B. Musselman	Chas. Coffelt (ms)
ATCHISON 13,500	Globe (e) 6,249	.05	.18	(I) (AP) (†) (5¢, 15¢w) (none)	Globe Pub. Co. Gene A. Howe, Pres.	Carl Brown	John W. Buckley (ce-sp)	C. L. Fitzgerald (gm-bm) Harriett McKnight (cm)	H. Buckley Gail Underwood (n) Kathleen Lindsey (cl)	Harvey Buckley Cecil Worrell (ms)
AUGUSTA 3,821	Gazette (e) 1,464	.025	...	(I) (J) (5¢) (56)	Chester K. Shore, Pub.	Bertha Shore Dan Gann	Dan Gann Harvey Hathorn (sp)	Dan Gann	Dan Gann Elsie Harrison (cl)	Dan Gann Mike Cyphers (ms)
BELOIT 3,765	Call (e) 2,120	.018	...	(I) (J) (5¢) (none)		Harry K. Houghton		Harry K. Houghton		R. Wicks (ms)
BURLINGTON 2,266	Republican (e ex Sat.) 2,470	.025	.13	(I-R) (†) (J) (3¢, 12¢w) (56)	John Redmond, Pub.	John Redmond	Bill Batdorf	Floyd S. Ecord (bm) Mrs. B. Batdorf (cm)	Floyd S. Ecord (n)	H. Freeman (ms)
CANEY 2,629	Chronicle (e)	.018	...	(I) (J) (5¢) (25)	L. T. Perrill	L. T. Perrill		L. T. Perrill		H. M. Close (ms)
CHANUTE 10,142	Tribune (e) 5,040	.04	.18	(I) (AP) (†) (J) (5¢, 20¢w) (none)	Chanute Pub. Co. John P. Harris, Pres. J. P. Harris & S. F. Harris, Pubs.	Charles F. Jones	Ernest W. Johnson Marjorie Grider (sp)	Chas. F. Jones (gm-bm) F. M. Harris (cm)	Raymond Miller C. E. Wanamaker (cl)	T. O. Ward (ms)
CHERRYVALE 3,500	Republican (e) 1,601	.025	.06	(R) (AP) (J) (5¢, 10¢w) (56)		Pryor S. Campbell	Mrs. W. Bergman	Willis Herrington (bm)	Willis Herrington	
CLAY CENTER 4,518	Dispatch (e) 2,475	.025	...	(I-R) (AP) (J) (5¢) (62)	Clay Center Pub. Co.	Harry E. Valentine Helen West	Grace Valentine Wayne Breitweiser (sp)	Harry E. Valentine Helen West (cm)	W. L. Shannon	H. E. Valentine H. L. Tyler (ms)
COFFEYVILLE 19,850	Journal (e) 7,409	.05	.06	(I-R) (AP) (ROP-2) (†) (J) (5¢) (58)	Hugh J. Powell, Pres.-Pub.	Hugh J. Powell Kenneth J. Powell	Kenneth J. Powell James Burris (sp)	C. M. Dunham (gm-bm) James Le Clere (cm)	C. M. Dunham Mrs. S. Goldsmith (cl)	W. G. Goldsmith (ms)
CONCORDIA 6,255	Blade-Empire (e) 3,272	.03	...	(R) (AP) (†) (J) (5¢) (none)	Blade-Empire Pub. Co. Ray Green, Pres.-Pub.	Ray Green	Tom Kiene	Lester B. Shrouf (bm) Art Lowell (cm)	Lester B. Shrouf Oscar Carlgren (n)	Lee D. Shrouf (ms)
COUNCIL GROVE 2,875	Republican (e)	.025	...	(R) (AP) (†) (J) (none)	J. B. Lawrence	J. B. Lawrence	Don McNeal	J. B. Lawrence (bm)	W. F. Law	Darrell Taylor Glen Cole (j)
DODGE CITY 13,600	Globe (e) 5,525	.05	.10	(R) (AP) (†) (5¢, 20¢w) (47)	Globe Pub. Co. J. C. Denious, Pres.	J. C. Denious Roy Buckingham (me)		N. C. Petersen (bm)	L. A. Crawford (cl)	
EL DORADO 11,000	Times (e) 5,175	.04	.0427	(R) (AP) (†) (J) (5¢, 18¢w) (47)	Times Pub. Co. E. F. Adams, Pres.	R. A. Clymer	W. R. Feder (ce-sp)	R. A. Clymer Winnie C. Montgomery (cm)	R. A. Thompson	O. F. Huttenhoff (ms)
EMPORIA 13,188	Gazette (e) 6,730x	.055	.18	(R) (AP) (†) (J) (4¢, 20¢w) (58)	William Allen White, Pub.	William A. White	Roger Triplett	E. T. Lowther (gm-bm) M. Klein (cm)	C. C. Alexander	J. H. Schottler (ms)
FORT SCOTT 10,557	Tribune-Monitor (e) 5,191	.04	...	(I) (AP) (†) (J) (5¢) (47)	Tribune-Monitor Co. Geo. W. Marble, Pres.	Geo. W. Marble	K. K. Friedel Fred Ury (sp)	G. W. Marble Lloyd Smith, Jr. (cm)	T. R. Smith	Frank Decker (ms)
FRANKFORT 1,243	Index (e) 1,544	.021	...	(I) (AP) (J) (5¢) (56)	Frankfort Daily Index H. H. Hartman, Pub.	H. H. Hartman		H. H. Hartman (bm) F. E. Pierson (cm)	H. H. Hartman	H. H. Hartman G. Gibson (ms)
FREDONIA 3,524	Herald (e ex Sat.)	.025	...	(I) (AP) (†) (J) (5¢) (none)	B. S. Hudson, Pub.	Ben S. Hudson	R. L. Golay (sp)	Ben S. Hudson T. Rickenbacher (bm)	T. Rickenbacher Va. Clements (cl)	Ben S. Hudson
GARDEN CITY 9,700	Telegram (e) 4,681	.04	.18	(I) (AP) (J) (3¢, 15¢w) (56)	Telegram Pub. Co. Gervais F. Reed, Pres.-Pub.	Robert B. Reed H. B. Grimsley	H. B. Grimsley Harry Craig (sp)	Gervais F. Reed Ruth Austin (cm)	G. F. Reed Anna May Beihn (cl)	W. Dodge (ms)
GOODLAND 3,500	News (e) 1,487	.02	.12	(I) (UP) (J) (3¢, 10¢w) (none)	Western Kansas Pub. Co. Chas. L. Bigler, Pres.	Chas. L. Bigler	Chas. L. Bigler	Chas. L. Bigler Nellie West (cm)	S. M. Gulick	C. Day (ms)
GREAT BEND 10,500	Tribune (e) 4,927	.04	.04	(I) (AP) (3¢, 15¢w) (23)	Will Townsley, Pub.	M. D. Spencer		Will Townsley S. M. Garrigues (cm)	Roy L. Fruit	P. Wesley (ms)
HAYS 6,385	News (e) 2,975	.03	...	(I) (AP) (J) (5¢) (none)	News Pub. Co. Frank Mots, Pres.-Pub.	Frank Mots Leota Mots	Victor Wells Virgil Basgall (sp)	Leota Mots (bm) Neva McFarlin (cm)	Albert McFarlin N. M. McFarlin (n)	Bob McFarlin G. Hamilton (ms)
HIAWATHA 3,238	World (e) 2,939	.03	...	(J) (5¢) (none)	Ewing Herbert	Ewing Herbert	Ewing Herbert			
HUTCHINSON 33,000	News-Herald (e) 32,221	.12	.30	(I) (AP) (ROP-2) (†) (3¢, 5¢S, 20¢w) (none)	Hutchinson Pub. Co. John P. Harris, Pres.-Pub.	John P. Harris Herbert Waggoner (me-day) E. L. May (me-night)	Fred Mendell (sp) Larry Piper (Su)	D. R. Brown (bm) B. R. Atkinson (cm)	John Bishop Frank Hill (n) Dwight McCreight (cl)	M. R. Stevens (ms)
	Sunday edition (S) 31,221	.12	...							
INDEPENDENCE 15,000	Reporter (e) 5,526	.05	.18	(I) (AP) (ROP-1) (†) (J) (5¢, 20¢w) (47)	Reporter Pub. Co., Inc. H. A. Meyer, Sr., Pres.-Pub.	H. A. Meyer, Sr. Frank C. Sands	Frank C. Sands Marion Boner (sp)	H. A. Meyer, Sr. (gm-bm) Wilma Wood (cm)	H. A. Meyer, Jr. (a-n) Sue Aere (cl)	H. A. Meyer, Jr. J. F. Atkinson (ms)
IOLA 7,500	Register (e) 3,262	.03	.18	(R) (AP) (†) (J) (5¢, 20¢w) (none)	Angelo C. Scott, Pub.	Angelo C. Scott	Emerson E. Lynn	Angelo C. Scott Emerson Lynn (cm)	Emerson Lynn	
JUNCTION CITY 14,000	Union (e) 5,211	.05	...	(I) (AP) (†) (5¢) (103)	Harry E. Montgomery, Pub.	Lee Rich (me)		Lee Rich	Lee Rich	Otto Schu

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
KANSAS CITY 125,000	Kansas (e) 19,024 Sunday edition (S) 18,765	.10 .10	.12 .12	(I) (UP) (ROP-1) (2¢, 5¢S, 10¢w) (21)	Capper Pubs., Inc. Arthur Capper, Pres.-Pub.	W. A. Bailey	C. H. Nohe Cyril Scott (sp) W. A. Bailey (Su)	W. A. Bailey (gm-bm) R. E. McLellan (cm)	H. L. McKee A. S. Moore (cl)	C. Chandler (ma)
LARNED 3,533	Tiller & Toiler (e ex Sat.) 1,312	.025	.10	(D) (J) (5¢) (none)	The Tiller & Toiler Mrs. Leslie Wallace, Pub.	Mrs. Leslie E. Wallace			Lawrence A. Lamb	C. Blount (ma)
LAWRENCE 21,000	Journal-World (e) 6,121	.05	.12	(R) (AP) (†) (J) (5¢, 15¢w) (65)	World Co. W. C. Simons, Pres.-Pub.	W. C. Simons J. W. Murray (me)	Don Evans (sp)	W. C. Simons Dolph Simons (bm) Grace Farris (cm)	Ernest Pontius Dolph Simons (n) Jessie Marley (cl)	E. A. Farris (ma)
LEAVENWORTH 20,000 23,165 (ABC City)	Times (e ex Sat.) 7,083 Sunday edition (S) 7,169	.05 .05	.10 .10	(R) (AP) (ROP-1) (†) (5¢, 20¢w) (47)	D. R. Anthony, 3d, Pub.	D. R. Anthony, 3d	Wm. P. Johnston Gilbert Smith (sp)	D. R. Anthony, 3d H. H. Seckler (bm) J. Krueger (cm)	J. H. Johnston (loc) H. H. Seckler (n) J. Krueger (cl)	H. Hampel (ma)
LIBERAL 4,500	Southwest Times (e ex Mon.) 1,938	.035	.08	(I) (UP) (†) (J) (5¢, 12¢w) (56)	Southwest Ptg. Co., Inc.	Ray Millman (me)	Maurine L. Tate	Lloyd Smith	H. R. Holliday	
LYONS 4,497	News (e) 2,841	.025	...	(I) (AP) (J) (5¢) (none)	Lyons Pub. Co.	Paul A. Jones	Horace Jones A. Kretzman (sp)	P. A. Jones I. Sellers (cm)	E. Tobias I. Sellers (cl)	
McPHERSON 7,194	Republican (e) 4,505	.04	...	(R) (AP) (†) (J) (5¢) (56)	W. J. Krehbiel, Pub.	W. J. Krehbiel		K. R. Krehbiel (mgr) T. H. Lowman (cm)	Daniel F. Barthel	
MANHATTAN 13,000	Chronicle (m ex Mon.) 2,199 Mercury (e) 2,756 Combined daily (me) 4,955 Chronicle (S) 2,199 Evening & Sunday (eS) 4,955	... ... .04 ... .04	... ... .03 ... .03	(R) (AP) (†) (J) (5¢, 15¢w) (58)	Seaton Publications	Wm. Stephens (me)	Glenn Williams John Woodman (sp)	R. M. Seaton (bm-cm)	George Oyler	D. Lawrence (ma)
NEODESHA 3,400	Sun (e ex Sat.) 1,659	.025	.12	(I-R) (AP) (†) (J) (5¢, 10¢w) (none)	Jack A. Moorhead, Pub.	Jack A. Moorhead		Mrs. J. A. Moorhead (bm) Jack A. Moorhead (cm)	Jack A. Moorhead	P. A. Klayder (ma)
NEWTON 11,500	Kansan-Republican (e) 4,251	.04	...	(R) (AP) (†) (J) (5¢, 15¢w) (none)	Kansas Ptg. Co. Mrs. J. C. Mack, Pres.	Mrs. J. C. Mack	J. L. Napier Leo Steinkirchner (sp)	Ethel Ragsdale (bm) W. T. Bolin (cm)	Mrs. Roy Black Jack Lander (n)	Roy Black (ma)
NORTON 2,762	Telegram (e) 1,921	.025	...	(I) (AP) (†) (J) (5¢) (none)	Telegram Pub. Co., Inc. J. C. Denious, Pres. C. L. Jacoby, Pub.	C. L. Jacoby		C. L. Jacoby Viola Burnham (cm)	C. B. Wolfe	
OTTAWA 11,500	Herald (e) 5,181	.04	.12	(AP) (†) (J) (3¢, 15¢w) (none)	J. P. & S. F. Harris, Pubs.	S. F. Harris W. E. Gilliland (me)	Don Huls (sp)	K. A. Elben	Harry Chabin Chas. Neff (cl)	E. Bowlby (ma)
PARSONS 18,500	Sun (e) 7,105	...	...	(R) (AP) (ROP-1) (†) (5¢, 20¢w) (47)	Sun Pub. Co. Clyde M. Reed, Pres.-Pub.	C. M. Reed, Jr.	N. Murray Kunkel Myles Pember, Jr. (sp)	C. M. Reed, Jr. (bm) Geo. C. Krause (cm)	Max Nutt D. Auvigne (cl)	O. Willard (ma)
PITTSBURG 19,500	Headlight (e) 4,904 Sun (m ex Mon.) 7,884 Combined daily (me) 12,788 Sunday edition (S) 8,334 Evening & Sunday (eS) 13,235	... ... .08 ... .08	... ... .15 ... .15	(R) (AP) (ROP-2) (†) (5¢, 18¢w) (58)	Pittsburg Pub. Co. Oscar S. Stauffer, Pres.	F. W. Brinkerhoff	F. C. Hansford (ce-m) C. L. Stroup (ce-e) Frank C. Hansford (Su)	F. W. Brinkerhoff (gm-bm) D. E. Slagle (cm)	Emmett D. Ward Mary Simion (cl)	A. N. Simion (ma)
PRATT 6,500	Tribune (e) 3,341	.03	.10	(I-R) (AP) (†) (J) (3¢, 15¢w) (none)	Tribune Pub. Co., Inc. Cecil P. Rich, Pres.	Chas. W. Pratt	Earl Jones (sp)	C. P. Rich (bm) Chas. C. Moore (cm)	Paul Rich Chas. C. Moore (cl)	A. L. Leatherman (ma)
ST. JOHN 1,735	Capital (e ex Sat.) 1,107	.018	...	(D) (J) (2¢) (24)	John W. Lill, Pub.	Frank Lill		Frank Lill	Frank Lill	
SALINA 21,073	Journal (e) 14,221x	.07	...	(I-R) (AP) (ROP-1) (58)	Salina Journal, Inc. R. J. Laubengayer, Pres.-Pub.	Roy F. Bailey	Dorothea Smith Stuart Dunbar (sp)	Roy F. Bailey Luther Broiles (cm)	Earl C. Woodward	G. M. Harris (ma)
TOPEKA 65,511	Capital (m) 46,378 Sunday edition (S) 49,997	... ... .13	... ... .20	(ROP-1) (†) (J) (4¢, 5¢S, 18¢w) (21)	The Capper Publications, Inc. Arthur Capper, Pres.-Pub.	Milton Tabor (me) & chief editorial writer)	Wesley Gordon Gene Kemper (sp)			
	State Journal (e) 21,978 Combined daily (me) 70,356	... ... .20	... ... .20	(ROP-1) (†) (J) (3¢, 18¢w) (21)	State Journal, Inc. Oscar Stauffer, Pres.-Pub.	Oscar S. Stauffer E. B. Chapman	A. J. Carruth, 3d Carlos E. Hobbs (sp) Jay Iden (Su)			
	(Note: The Topeka Capital and the State Journal are corporate and editorially separate, but operate their business, advertising, circulation and mechanical departments under a joint publishing company known as the Topeka Newspaper Printing Company, with Sen. Arthur Capper, President; Charles H. Sessions and Oscar Stauffer, vice-presidents; Leland Schenck, secretary; Henry Blake, general manager; R. W. Wohlford, circulation manager; F. B. Cunningham, advertising and national advertising manager; L. R. Benson, classified manager; F. B. Cunningham, promotion and advertising promotion manager and L. H. Schenck, mechanical superintendent.									
WELLINGTON 7,246	News (e) 2,525	.025	...	(I) (AP) (†) (J) (56)	H. L. Woods	H. L. Woods	H. L. Woods E. J. Shaw (sp)	Pat Quinn	Pat Quinn	L. Brookwalter (ma)
WICHITA 114,966 121,716 (ABC City)	Beacon (e) 85,549 Sunday edition (S) 107,899 Eagle (m) 57,024 Eagle (e) 46,876 Combined daily (me) 102,900 Sunday edition (S) 74,730 Evening & Sunday (eS)	.18 .22 ... ... .18 .20 ...	.25 .27 ... ... .30 .30 ...	(I) (AP, UP, CDN, INS, APWP) (ROP-3) (†) (3¢, 5¢S, 15¢w) (65)	Beacon Pub. Co. M. M. Levand, Pres. Louis Levand, Pub.	T. L. Givens (me)	Wade Doughty Jack Copeland (sp) S. A. Coleman (Su)	M. M. Levand John Levapd (cm)	D. W. McCoy Chas. Claus (n) Elliott Levand (cl)	J. N. Marnell J. Kogan (apm) W. E. Fulgrout (ma)
				(I) (AP, UP) (ROP-1) (†) (J) (3¢d, 5¢S, 20¢w-m, e & S) (14)	Victoria Murdock Est. Marcellus M. Murdock, Pub. Marshal M. Murdock, Asso. Pub.	Victor Murdock John Reed (me-m) John B. Dose (me-e)	Sam Kiefner (ce-mS) Arch O'Bryant (ce-e) Paul Lightner (sp-mS) Chas. Love (sp-e) John A. Reed (Su)	M. M. Murdock Clyde W. Speer (asst. to pub.) Frank Long (cm)	John Griffith Jack Speer (cl)	
WINFIELD 10,200	Courier (e) 5,142	.04	.12	(R) (AP) (†) (J) (5¢, 15¢w) (56)	W. G. Anderson, Pub.	W. G. Anderson	H. L. Hart (sp)			

KENTUCKY

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ASHLAND 29,537 37,861 (ABC City)	Independent (e) 10,234x Sunday edition (S) 11,296x	.06 .07	... ...	(I) (AP, UP) (5¢, 7¢S) (77-5)	Ashland Pub. Co. B. F. Forgey, Pres.					
BOWLING GREEN 14,500	Park City News (e ex Sat.) 6,131 Sunday edition (S) 6,173	.05 .05	.15 .15	(D) (AP) (J) (5¢, 18¢w) (none)	News Pub. Co. C. M. Gaines, Pub.	C. M. Gaines Harry Towles (me)	Jane Morningstar Robert Cochran (sp)	C. M. Gaines John K. Ditto (bm) S. Willoughby (cm)	John K. Ditto John B. Gaines (n) R. Martin (cl)	M. H. Jackson (ma)
CORBIN 9,000	Tribune (e ex Sat.) 3,627 Sunday Times (S) 3,780	.03 .03	.06 .06	(I) (AP) (†) (J) (3¢, 5¢S, 15¢w) (62)	Corbin Times-Tribune, Inc. J. Springer Robinson, Pres. John L. Crawford, Pub.	John L. Crawford James O. Crawford	Robt. E. Cummins (sp) Jas. O. Crawford (Su)	James O. Crawford Robt. E. Cummins (cm)	James O. Crawford O. Davidson (cl)	Kenneth Mauney (ma)
COVINGTON 62,014	Kentucky Post (e)	.08	...	(I) (UP) (†) (3¢, 18¢w) (95)	Post Pub. Co. (Cincinnati, O.) Fred'k W. Giesel, Pres.	Carl A. Saunders Paul Wessling	Chas. McGrath (sp)	Chas. H. Willenborg (bm) John Frilling (cm)	Chas. H. Willenborg John B. Green (cl)	Chas. H. Willenborg (pm)
	(Circulation included with Cincinnati Post)									
	Cincinnati Enquirer (m) .... Sunday edition (S)	.08 ...	... ...	(I) (AP, UP, INS) (†) (3¢, 10¢S) (14)		V. H. Logan			Stanley A. Ferger (ad-dir) R. A. Cochran (ad mgr.)	
	(Circulation included with Cincinnati Enquirer)									
	Kentucky Times-Star (e)	.08	...	(3¢) (20-68-66)	Hulbert Taft	Pryor C. Tarvin		W. B. Going (bm) W. J. Schultz (cm)	F. J. Oexman (n)	
	(Circulation included with Cincinnati Times-Star)									

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv Line Rate Nat.	Minimum Adv Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
DANVILLE	Advocate-Messenger									
6,500	(e ex Sat.) 3,169	.03	.12	(D) (AP) (†) (J) (5¢, 15¢w) (77-5)	Advocate Messenger Co. Mrs. J. C. Alcock, V. Pres.	W. L. Simpson W. H. Alley (Asst.)	Mrs. I. M. Tipton W. H. Alley (sp) W. L. Simpson (su)	W. L. Simpson (gm-bm) W. H. Alley (cm)	W. L. Simpson	W. H. Alley (pm) W. L. Simpson (apm) W. H. Arnold (ma)
	Sunday Advocate (S) 3,169	.03	.12							
FRANKFORT	State Journal									
11,492	(m ex M.) 3,571	.03	...	(I) (AP) (J) (none)	C. T. Dearing Ptg. Co. W. G. Simpson, Pres. L. W. Newman, Pub.	L. W. Newman Delmore Caywood	Delmore Caywood Maurice King (sp)	P. Galt Miller (bm) Russell Sorrell (cm)	P. Galt Miller Hugh Hudson, Jr. (n-cl)	H. D. Chambers (ma)
	Sunday edition (S) 3,616	.03	...							
FULTON	Leader									
3,308	(e)				Baptist Flag Pub. Co.	Hoyt Moore	.....	Hoyt Moore	.....	.....
GLASGOW	News									
6,000	(e ex Sat.) 2,837	.025	.025	(I) (†) (J) (3¢, 10¢w) (62)	Capt. E. M. Strode, Pub.	Carolyn K. Strode	.....	Carolyn K. Strode	.....	F. Higgason (ma)
HARLAN	Enterprise									
5,000	(e ex Sat.) 4,937	.035	.12	(I) (AP) (†) (J) (5¢, 15¢w) (none)	Enterprise Pub. Co., Inc. J. Springer Robinson, Pres.-Pub.	Kyle Whitehead	C. Greene (sp)	S. C. Van Curon (bm) Roy M. Busick (cm)	Paul Human	Miles Wright (ma)
	Sunday edition (S) 4,937	.035	.12							
HAZARD	Herald									
7,500	(e) 3,876	.035	.12	(I) (AP) (J) (5¢, 15¢w) (none)	Herald Pub. Co. Bailey P. Wootton, Pres. Chas. N. Wooton, Pres.	Charles N. Wooton	Charles N. Wooton	Charles N. Wooton (gm-bm) J. J. Hendricks (cm)	W. B. Henderson Mrs. C. Wootton (cl)	Dan B. Roberts (ma)
HENDERSON	Gleaner									
13,160	(m ex M.) 3,234	...	...							
	Journal (e ex Sat.) 1,816	...	...	(D) (AP) (†) (J) (5¢, 20¢w-m, 15¢w-e) (34)	Leigh Harris, Pub.	Leigh Harris Arthur Fritz	.....	Leigh Harris (gm) W. W. Smith (bm) Sam Wathan (cm)	W. W. Smith Mrs. W. W. Smith (cl)	W. W. Smith Mrs. J. Girvidon (apm) J. D. Cleavinger (ma)
	Combined daily (me) 5,040	.04	.18							
	Sunday edition (S) 5,040	.04	.18							
HOPKINSVILLE	Kentucky News Era									
18,000	(e) 5,027	.04	.10	(D) (AP) (J) (5¢, 15¢w) (72)	New Era, Inc. A. W. & Thos. F. Wood, Pubs.	D. H. Taylor (me)	Tom Starling (co-sp)	Thos. F. Wood (gm-bm) Robert Moseley (cm)	A. W. Wood Mrs. M. Boyd (cl)	Frank Torian (ma)
LEXINGTON	Herald									
51,000	(m) 22,167	...	...	(D)						
65,000 (ABC City)	Leader (e) 21,729	...	...	(R)						
	Combined daily (me) 43,896	.16	.36	(AP, UP, INS) (†) (5¢ dly. 7¢S; 23¢ w) (58)	John G. Stoll, Pub.	.....	.....	Fred B. Wachs T. L. Adams (cm)	R. E. Scofield	D. M. Bowmar (pm) A. W. Johnson (ma)
	Sunday Herald-Leader (S) 42,016	.16	.36	(I)						
LOUISVILLE	Courier-Journal									
350,000	(m) 127,341	...	...							
	Times (e) 140,389	...	...	(I) (AP, UP, INS) (*S) (ROP-1) (†) (mer) (5¢ m, e) (17)	Courier-Journal & Louisville Times Co. Barry Bingham, Pres. Mark Ethridge, Pub.	Tom Wallace (e) Russell Briney (m) James Pope (me-m) A. Y. Aronson (me-e)	Poucher Coleman (co-m) T. S. Perkins (co-e) Earl Ruby (sp-m) L. P. McNeely (sp-e) Cary Robertson (Su)	L. Baker, Jr. (v.p.-treas) H. M. McClaskey (asst-gm) Jasper E. Rison (cm)	J. G. Noonan (adv-dir) J. M. Wynn (n) O. S. Waspe (cl)	John H. Hoagland M. G. Martin (prod.)
	Combined daily (me) 267,730	.40	.42							
	Sunday Courier-Journal (S) 212,785	.38	.42							
MADISONVILLE	Messenger									
10,000	(e) 4,268	.035	.05	(D) (AP) (†) (3¢, 15¢w) (none)	Madisonville Pub. Co. Edgar Arnold, Pres.	Woodson Browning & Edgar Arnold	Albert Larmouth Lucille Pollard (sp)	Edgar Arnold Sidney Meyers (cm)	Howard Howell	Carl Harris (ma)
MAYFIELD	Messenger									
8,619	(e) 3,834	.03	...	(I) (AP) (J) (56)	Messenger Pub. Co. Frank O. Evens, Pub.	Alton Hamlet Roy C. Evens	Nathan Yates (sp)	Frank C. Evens Gus Albritton (cm)	Roy C. Evens	F. C. Evens (ma)
MAYSVILLE	Independent									
6,572	(m) 4,865	.03	...	(I) (AP) (†) (J) (56)	James Purdon & Co.	Mrs. M. P. Comer	.....	Geo. B. Purdon (bm) Jacob Fried (cm)	Geo. B. Purdon	L. B. Schatzman (ma)
	Public-Ledger (me) 4,044	.025	...	(R) (J) (3¢) (52)	Clarence Mathews, Pub.	Wm. B. Mathews	M. D. Mathews W. B. Mathews (sp)	Clarence Mathews	Wm. B. Mathews	W. B. Mathews
MIDDLESBORO	News									
12,000	(e) 4,008	.025	.13	(I) (UP) (†) (J) (5¢, 20¢w) (81)	Citizen's News Co. Joe H. Nixon, Pres. C. H. Arundel, Pub.	C. H. Arundel	Mary Kilcoyne Kemp Thompson (sp)	C. H. Arundel Walter Early (cm)	Byron Drinnon C. H. Arundel (n) Margaret Gunn (cl)	Clyde Fletcher (ma)
OWENSBORO	Messenger									
31,000	(m ex M.) 16,540	...	...							
43,143 (ABC City)	Inquirer (e ex Sat.) 7,674	...	...	(D) (AP) (ROP-1) (†) (5¢, 20¢w) (none)	Owensboro Pub. Co., Inc. Lawrence W. Hager, Pres.	Lawrence W. Hager	Clyde Watson L. D. Gasser (sp)	W. B. Hager Geo. M. Fuqua (bm) Jerome L. Conrey (cm)	Gordon A. Yancey L. W. Hager (n) Rex Hurt (cl)	M. R. Smith (ma-m) Fred Reuter (ma-e)
	Combined daily (me) 18,214	.08	.15							
	Messenger (S) 19,050	.08	.15							
PADUCAH	Sun-Democrat									
36,000	(e ex Sat.) 20,321	.09	.20	(I) (UP, AP) ROP-1) (†) (mer) (5¢, 25¢w) (19)	Paducah Newspapers, Inc. Edwin J. Paxton, Sr., Pres.-Pub.	Edwin J. Paxton, Sr. Joseph O. LaGore	Henry Ward Hall Allen (sp)	E. J. Paxton, Sr. Jos. L. Roth (bm) C. M. Givens (cm)	E. H. Mammen Robt. D. Brown (cl)	E. H. Mammen (apm) O. H. Ruthenberg (ma)
	Sunday edition (S) 21,664	.09	.20							
PARIS	Enterprise									
7,500	(e ex Sat.) 2,129	.035	.10	(D) (AP) (†) (J) (5¢) (77-5)	J. M. Alverson, Sr., Pub.	J. M. Alverson, Jr.	.....	J. M. Alverson, Jr. (bm-gm)	.....	.....
	Sunday edition (S) 2,129	.035	.10							
RICHMOND	Register									
7,335	(e) 4,098	.035	...	(D) (AP) (J) (5¢) (34)	Register Co. Keen Johnson, Pres.	Jas. A. Miller, Jr. (ma)	Tom N. Watkins	T. B. Challinor Willie Elam (cm)	T. B. Challinor Willie Elam (cl)	.....
WINCHESTER	Sun									
8,800	(e) 3,078	.03	...	(D) (AP) (†) (J) (5¢, 15¢w) (1)	Winchester Sun Co. James S. Tatman, Pres.-Pub.	Wm. C. Caywood, Jr.	Miss E. Hunt Thos. Blackwell (sp)	Wm. C. Caywood, Jr. Chas. S. Harris (cm)	Chas. S. Harris Frances Greene (cl)	Ollie B. Tolin (ma)

LOUISIANA

City Population	Name of Newspaper, Circulation	Minimum Adv Line Rate Nat.	Minimum Adv Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA	Town Talk									
51,120 (ABC City)	(e) 21,258	.08	...	(D) (AP) (ROP-1) (†) (J) (5¢, 15¢w) (18)	McCormick & Co., Inc. M. H. Dellmon, Pres. Rollo C. Jarreau, Pub.	Rollo C. Jarreau R. Brewer	R. Brewer (co-sp)	Hunter Jarreau J. E. Richardson (cm)	Hunter Jarreau V. Maston (cl)	H. Jarreau (pm) J. W. McCaa (ma)
BATON ROUGE	Advocate									
34,719	(m) 8,148	...	...							
64,063 (ABC City)	State-Times (e) 19,439	...	...	(D) (AP, UP) (ROP-2) (5¢, 15¢m, 15¢e) (18)	Capital City Press. Chas. P. Manship, Pres.-Pub.	Charles P. Manship C. P. Liter	E. A. Guaymard (e) Margaret Dixon (m) M. G. McCaan (sp-e) Billy Gates (sp-m)	Charles P. Manship C. P. Manship, Jr. (bm) Alvin Sholar (cm)	H. S. Benjamin George Gwinn (n) Alvin Meyer (cl)	Geo. Gwinn (apm) W. N. Cabell (ma)
	Combined daily (me) 27,629	.11	.18							
	Sunday edition (S) 11,886	.11	.30							
CROWLEY	Signal									
9,523	(e) 2,005	.03	.06	(I) (AP) (†) (5¢) (none)	Signal Pub. Co., Inc. Jas. H. Skewes, Pres. Orville E. Priestley, Pub.	Gerald Wright (me)	.....	.....	L. O. Broussard	.....
HOUMA	Courier									
9,052	(e ex Sat.)	.035	...	(D) (UP) (†) (J) (5¢) (34)	Courier Pub. Co., Inc. John B. Gordon, Pres.	Norman Hamner J. B. Gordon	.....	J. B. Gordon V. V. Sherrod (bm) Ivy Smith (cm)	J. B. Gordon Norman Hamner (n) Mrs. S. Hamner (cl)	N. Hamner (ma)
LAFAYETTE	Advertiser									
21,000	(e) 7,249	.04	.12	(I) (AP) (†) (J) (5¢, 15¢w) (19)	Advertiser-Gazette, Inc. Morgan Murphy, Pres. Thos. M. Callahan, Pub.	Thomas M. Callahan Kermit Esoudier	C. G. Judice Raoul Guidry (sp)	Thos. M. Callahan Scranton Mouton (bm) Edward LeBlanc (cm)	Scranton A. Mouton Claire Frances (n) Doris Gankendorf (cl)	Dennis Bertrand O. A. Fournet (ma)
LAKE CHARLES	American Press									
21,207	(e) 9,916	.07	...	(I-D) (AP) (J) (5¢) (56)	Guy Beatty, Pres.-Pub.	.....	.....	L. C. Martin (cm)	Mrs. E. M. Miller (n)	C. Ruckstuhl (ma)
MONROE	World									
40,000	(m ex M.) 10,893	...	...							
	News-Star (e ex Sat.) 10,180	...	...	(I-D) (AP) (ROP-3) (†) (J) (5¢) (17)	News-Star-World Pub. Corp. John D. Ewing, Pres. Wilson Ewing, Pub.	Wilson Ewing Geo. V. Lofton	.....	Sue Sharman (cm)	Irene Reid S. J. Reid (n)	E. B. Naylor (ma)
	Combined daily (me) 21,163	.10	...							
	World-News-Star (S) 21,154									
	Morning-Sunday (mS)	...	...							
NEW ORLEANS	Item									
574,000	(e) 63,131	.17	.17	(I-D) (AP) (ROP-3) (†) (5¢, 17¢w) (70)	Item Co., Inc. Ralph Nicholson, Pres.-Pub.	Marshall Ballard Donald H. Higgins	James Webbe Fred Digby (sp)	J. W. Fanz (bm) James Hay (cm)	L. R. Jalenak Walker Hancock (n) John W. Carter (cl)	John Chase (pm) L. Wright (ma)

WE'RE giving the best newspapers in our history to the largest readership in our history in the most prosperous trading area of our history, and that's a lot of history for this institution which had its beginnings back in 1826.

A look at our current issues will tell you what American advertisers think of us, a lot better than we can . . .

★

The Courier-Journal
THE LOUISVILLE TIMES

"Ask Us Or The Branham Man"

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
NEW ORLEANS—Cont'd	Times-Picayune (m) 142,971	.30	...	(I-D) (AP, UP, CT, NYN) (ROP-3) (†) (J) (5¢m-e, 25¢w-m, 25¢w-e) (82)	Times-Picayune Pub. Co. L. K. Nicholson, Pres.	L. K. Nicholson (m) James E. Crown (e) Geo. W. Healy, Jr. (me-m) Frank C. Allen (me-e)	Orin Blackston (m) James V. Sharp (e) Wm. McG. Keefe (sp-m) Harry Martinez (sp-e) Chas. J. Wesch (Su)	John F. Tima, Jr. (bm). D. W. Coleman (cm)	Aubrey F. Murray (m). Elton T. Mackie (e) Roland Ladreyt (n) H. B. Stephens (cl)	A. H. Talbot, Jr. (pm)
	States (e) 67,317	.17	...							
	Combined daily (me) 210,288	.33	.33							
	Times-Picayure-States (S) 221,863	.45	.45							
	Morning & Sunday (mS) 374,524	.56	...							
	Evening & Sunday (eS) 299,170	.53	...							
OPELOUSAS 9,000	World (exM.-Sat.) 3,088	.03	.03	(I) (UP) (J) (5¢, 15¢w) (56)	World News Co., Inc. Rigby Owen, Pres.-Pub.	Elaine Campbell Rigby Owen (me)		Rigby Owen (gm-bm) Harry Jannice (cm)	Rigby Owen (a-n) D. M. Dunbar (cl)	J. K. Murray (ma)
	Sunday edition (S) 3,088	.03	.03							
RUSTON 8,000	Leader (e) 2,853	.03	...	(D) (UP) (†) (J) (5¢, 15¢w) (56)	Clarence E. Faulk, Jr., Pub.	C. E. Faulk, Jr.			C. E. Faulk, Jr. (n)	
SHREVEPORT 110,000	Journal (e) 31,942	.10	.18	(D) (AP) (ROP-6) (†) (J) (5¢, 20¢w) (18)	Journal Pub. Co., Inc. D. Attaway, Pres.-Pub.	J. G. Frantz	Rupert Peyton Otis Harris (sp)	D. Attaway T. R. Grafton (bm) W. D. Green (cm)	Doran Ingram H. T. Ridd'e (n-cl)	H. T. Riddle (pm) S. B. Harper (ma)
	Times (m) 54,113	.14	.25	(D) (AP, UP) (ROP-1) (†) (5¢, 10¢S, 25¢w) (17)	Times Pub. Co., Ltd. John D. Ewing, Pres.-Pub.	John D. Ewing Chas. A. Hasen	Robt. K. Butcher Joe R. Carter (sp)	L. A. Mailhes (gm-bm) Art T. Lawson (cm)	Richard Hale (a-n) I. Weinstein (cl)	
	Sunday edition (S) 63,731	.15	.25							

MAINE

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
AUGUSTA 19,360 22,614 (ABC City)	Kennebec Journal (m) 9,538	.06	.12	(I) (AP) (J) (5¢, 24¢w) (60)	Gannett Pub. Co., Inc. Guy P. Gannett, Pres.	Frank P. Manson R. G. Kendall (me)	Paul S. Plumer	Fred R. Lord (bm) Edward Byron (cm)	Chas. A. Tinckam	
BANGOR & BREWER 36,000 37,365 (ABC City)	Commercial (e) 14,546	.05	...	(I) (AP) (4¢, 20¢w) (105)	J. P. Bass Pub. Co., Inc. Harry F. Ross, Pres.-Pub.	Oliver L. Hall	K. Ayoob (sp-wire ed)	Harry F. Ross Thos. P. Kane (cm)	Thos. P. Kane W. L. Levenseller (n-cl)	H. G. Stone (ma)
	News (m) 38,829	.13	.18	(I) (AP) (†) (5¢, 25¢w) (97-26)	Bangor Pub. Co. Fred D. Jordan, Pres.-Pub.	R. W. Kauffman J. M. O'Connell, Jr.	Wilfred A. Hennessy Jack Moran (sp)	F. D. Jordan F. L. Ames (bm) R. E. Kiah (cm)	Andrew J. Pease	R. J. Cox (ma)
	Sat.-Sun. Edition (Sat.-S) 48,606	.16	.18							
BATH 15,000	Times (e) 3,443	.025	.10	(R) (AP) (J) (3¢, 18¢w) (60)	Times Co. F. B. Nichols, Pub.	H. C. Webber		F. B. Nichols		
BIDDEFORD-SACO 19,790-3,631	Journal (e) 7,554	.04	...	(I) (AP) (3¢, 18¢w) (69)	Journal Pub. Corp. James A. Cook, Pres.	Harry P. Phillips	T. J. Mahoney	Albert Spendlove Leo Joncas (bm)		W. H. Harmon (ma)
LEWISTON-AUBURN 38,598-19,873 58,415 (ABC City)	Sun (m) 24,926	...	...	(I)	Lewiston Daily Sun, Inc. George W. Wood, Pres.	George W. Wood (m) D. S. Dexter (editorial writer) (e)	N. W. Benner (m) Vincent Belleau (e) C. E. Gove (sp-m) N. S. Thomas (sp-e)	L. B. Costello Frank S. Hoy (bm) Quentin A. Whittier (cm)	G. T. Higgins	R. H. Costello (ma)
	Journal (e) 13,524	...	...	(R) (AP) (†) (3¢, 20¢w) (60)						
	Combined daily (me) 38,450	.12	.18							
PORTLAND 73,643	Press-Herald (m) 41,162	...	...	(I) (AP, UP, INS) (†) (3¢, 7¢S) (60)	Gannett Pub. Co., Inc. Guy P. Gannett, Pres.-Pub.	H. D. Oliphant (m) Edward Carlson (e) N. E. Gordon (me)	F. E. Cousins W. C. Cornish (sp) Hal Cram (Su)	Guy P. Gannett L. H. Stubbs (bm) H. Davis (cm)	D. Raymond Davis	Henry Jones (comp)
	Express (e) 29,117	...	...							
	Combined daily (me) 70,299	.18	...							
	Sunday Telegram (S) 62,555	...	...							
	Evening & Sunday (eS)	.18	...							
WATERVILLE 17,000	Sentinel (m) 10,589	.03	.12	(I) (AP) (†) (5¢, 24¢w) (69)	Gannett Pub. Co., Inc. Guy P. Gannett, Pres.-Pub.	Caleb A. Lewis	E. L. Letourneau	Caleb A. Lewis Howard N. Gray (cm)	Howard N. Gray	C. R. Fitch (ma)

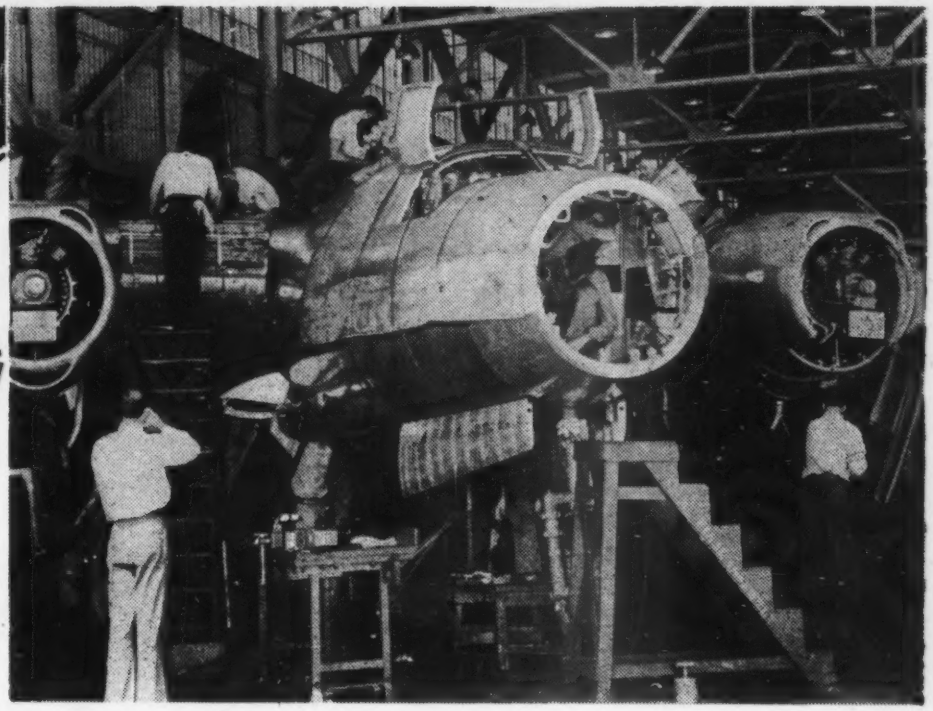
MARYLAND

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ANNAPOLIS 15,000	Capital (e) 3,800	.04	.06	(I) (AP) (†) (J) (3¢, 18¢w) (34)	Capital-Gazette Press, Inc. Talbot T. Spear Pres.-Pub.	Elmer M. Jackson, Jr. R. H. Elliott (Asso-ed)		Frank L. McShane J. B. Moore (cm)		
BALTIMORE 997,038	News-Post (e) 187,667	.35	.40	(I) (AP, UP, INS) (ROP-3) (†) (3¢e, 10¢S) (16-42a-86a)	News-American Dept. Hearst Consolidated Publications, Inc. Wm. R. Hearst, Pres. C. Dorsey Warfield, Pub.	W. M. Baskerville (me)	Andrew Banks Rodger H. Pippen (sp) A. L. Southwick (Su)	Nelson J. Quimper (bm) William M. Mahoney (cm)	Walter B. Candler W. J. Dundon (n) Kenneth B. Jones (cl)	E. A. Convery (cpm) N. J. Quimper (ma)
	Sunday American (S) 246,584	.40	.40							
	Sun (m) 159,971	...	...	(I-D) (AP, NANA, CDN, MG) (*S) (†) (3¢me, 10¢S, 12¢w-m, 12¢w-e, 30¢w-meS) (112-85)	A. S. Abell Co. Paul Patterson, Pres.	Hamilton Owens (ed-in-chief) (acting) N. H. Swanson (exec-ed) M. S. Watson (m-acting) Philip M. Wagner (e) M. Patterson (me-m) M. H. Wolff (me-e)	Philip Potter (ce-m) Edwin P. Young, Jr. (ce-e) J. A. Linthicum (sp-m) A. P. Menton (sp-e) H. L. Cooling (Su)	Wm. F. Schmick (gm-bm) Geo. T. Bertsch (cm)	W. S. Albert (ad-dir) Walter K. Wall Chas. O. Reville (n) Carl W. H. Ganz (cl)	C. Marks L. F. Fries (ma)
	Evening Sun (e) 179,371	...	...							
	Combined daily (me) 330,342	.55	...							
	Sunday edition (S) 241,576	.55	...							
CAMBRIDGE 10,240	Banner (e) 3,354	.03	...	(I) (AP) (†) (3¢, 15¢w) (34)		Arnold Daane Elsie McNamara	Elsie McNamara	N. W. Morris (bm)	N. W. Morris	G. Frazer (ma)
CUMBERLAND 42,500	News (m) 8,543	...	...		W. L. Geppert	William Geppert	O. J. Hale (ce-m) M. F. Prendergast (sp-m)			
	Times (e) 18,858	...	...	(I-D) (AP) (ROP-3) (†) (4¢d, 10¢S, 30¢w-d&S) (34)	Times & Alleganian Co. Jos. B. Finan, Pres.-Pub.	Jos. B. Finan (e) Jos. B. Finan (me-e)	Frank Lee Carl (e) E. Gunning (sp-e) J. William Hunt (Su)	Jos. B. Finan Jas. A. Black (bm) J. K. Mooney (cm)	John R. Wilkinson Miss Emma Moody (n) Edw. Finan (cl)	Jos. K. Mooney (ma)
	Combined daily (me) 27,401	.12	...							
	Sunday Times (S) 18,463	.08	...							
FREDERICK 16,900	News (e) 5,483	...	...	(I) (AP) (†) (J) (3¢) (none)	Great Southern Ptg. & Mfg. Co. R. E. Delaplaine, Pres.-Pub.	R. E. & W. T. Delaplaine (me)	Henry Decker (m) A. T. Brust (e) Rollins Atkinson (sp)	L. E. Twentey and Wm. Brandenburg (cm)	James Kelly (n)	W. S. Bennett (ma)
	Post (m) 6,182	...	...							
	Combined daily (me) 11,665	.05	.12							
HAGERSTOWN 32,491	Herald (m) 5,242	...	...	(R)						
	Mail (e) 10,612	...	...	(D) (†) (J) (4¢, 18¢w) (19)	Herald-Mail Co. W. P. Lane, Pres. S. E. Phillips, Pub.	C. N. Baylor (m) J. G. Hager (e)	Frank Colley (sp)	S. E. Phillips Harry Gordon (cm)		D. C. Sayder (ma)
	Combined daily (me) 15,854	.07	...							
SALISBURY 14,000	Times (e) 7,113	.04	.10	(D) (AP) (†) (3¢, 18¢w) (34)	Salisbury Times Div. of Brush-Moore Newspapers, Inc. Louis H. Brush, Pres. Richard P. Curtiss, Pub.	Oscar L. Morris (me)	Richard L. Moore (sp)	Richard P. Curtiss H. C. Elliott (cm)	Edward F. Hearne Helen Perry (cl)	Horace Truitt (ma)

MASSACHUSETTS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
AMESBURY 10,800	News (e) 2,500	.025	.12	(I) (J) (1¢) (34)	Amesbury Pub. Co., Inc. Ernest R. Coffin, Pres.	Ernest R. Coffin		Ernest R. Coffin (bm)		W. G. Coffin (ma)
ATHOL 12,000	News (e) 3,212	.03	...	(I) (AP) (3¢, 18¢w) (none)	Athol Press Inc. Edward T. Fairchild, Pres.-Pub.	Edward T. Fairchild Harold D. Beaman		R. A. Goulding (cm)	Paul Tedford E. T. Fairchild (n) Richard A. Goulding (cl)	M. A. Benoit (ma)
ATTLEBORO 22,500	Sun (e) 7,587x	.06	.15	(I-R) (AP) (†) (3¢, 20¢w) (60)	Sun Pub. Co. Chas. C. Cain, Jr., Pres.-Pub.	Clarence Roberts	Frank Feeney Ken Blandin (sp)	C. C. Cain, Jr. (bm) Mabel Berthold (cm)	H. A. Millard M. Cain (cl)	A. A. Penney (ma)

Note: Sun sold in combination with Norwood Messenger. Combination rate shown.)



ZERO HOUR

To win a war or create a market takes

MANPOWER

The man behind the man behind the gun . . . the steel worker, the airplane mechanic, the welder . . . the 300,000 men and women in Baltimore's manufacturing plants who are turning out the tools of victory for our armed forces, are front-line soldiers on the Factory Front.

Daily their ranks are swelling with new recruits as Baltimore's growing industrial capacity becomes a more vital factor in the nation's all-out drive to victory.

They represent one of America's Major Markets with a payroll in excess of $600,000,000 a year, plus a miracle of industrial expansion that has boosted Baltimore to 6th city of the nation.

NOW IS THE TIME

. . . for alert advertisers to reach the heart of this profitable market by selecting The News-Post and Sunday American to carry their message to Baltimore's 245,000 responsive families.

Call the Boone Man today for facts and figures.

Bought by more Baltimoreans, Old and New, than any other Baltimore daily newspaper.

More people read it . . . in the

BALTIMORE NEWS-POST and SUNDAY AMERICAN

LARGEST EVENING CIRCULATION IN THE ENTIRE SOUTH

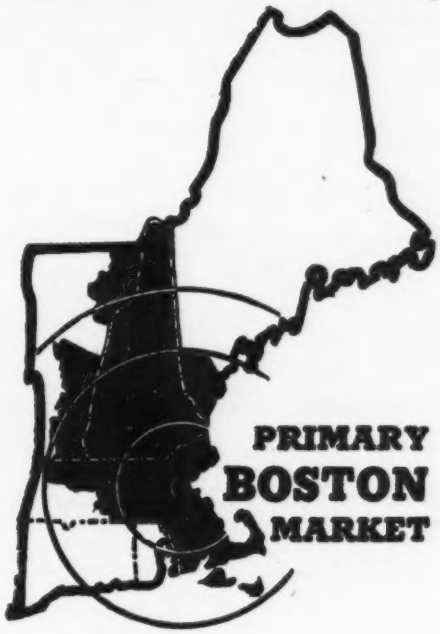
Represented Nationally by the Rodney E. Boone Organization

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
BEVERLY 25,537	Times (e) 5,527	.035	...	(R) (INS) (†) (J) (none)	Times Pub. Corp. Laurence S. Hovey, Pres. Lewis S. Hovey, Pub.	Carleton B. Hovey C. D. Cressey	Clayton D. Cressey Ray Johnson (sp)	Laurence S. Hovey Paul Bauer (cm)	L. S. Hovey Bertha Bogrett (cl)	L. S. Hovey Timothy J. Hayes (apm) E. Hutt (ma)
BOSTON 770,816 1,948,763 (ABC City)	American (e) 162,963 Sunday Advertiser (S) 577,014 Record (m) 311,808 Combined daily (me) 474,771	... .80 ... ... .60	... ...	(I) (INS, AP) (ROP-1) (3¢m, 2¢e, 10¢s) (16)	Boston Record-American-Advt. Dept. of American Papers., Inc., Martin Huberth, Pres. Harold G. Kern, Pub.	Walter Howey Jas. F. Murphy (me-m) Winfield Brooks (me-e)	C. E. Holland (ce) John Noonan (ce) J. E. Conway (sp) S. Bornstein (Su)	J. H. McGaffigan (bm) Chas. Mungie (cm)	Ernest T. Hoftyser R. J. Meyers (cl)	E. Muller (ma)
	Christian Science Monitor (e) 139,619	.86	.50	(I) (AP) (*Sat.) (ROP-1) (†) (3¢, 18¢w) (77a, 17a, 28a)	Christian Science Pub. Society Albert F. Gilmore, George Channing, Hudson C. Burr, Trustees	Erwin D. Canham (me).	Walter W. Cunningham Webster J. Morse (sp)	A. Warren Norton (mgr.) H. A. Johnson (cm)	M. Alvah Blanchard	H. T. Stanger (prod. mgr.)
	Globe (m) 132,198 Globe (e) 176,258 Combined daily (me) 308,456 Sunday edition (S) 340,803 Herald (m) 134,170 Traveler (e) 218,980 Combined daily (me) 353,130 Sunday Herald (S) 193,653	... ... .55 .60 ... ... .60 .65	... ...	(I) (UP) (*S) (ROP-1) (†) (112-85)	Globe Newspaper Co. Wm. O. Taylor, Pres.	L. L. Winship (me)		Wm. Davis Taylor	John F. Reid	
				(I-R) (AP, UP, NYT) (*S) (ROP-1) (70)	Herald Traveler Corp. S. W. Winslow, Jr., Pres. Robert Choate, Pub.	F. W. Buxton H. F. Wheeler (me-e) George Minot (me-m)	A. Fetridge (ce-m) H. Edmands (ce-e) F. B. Whitman (sp-m) A. Siegel (sp-e) W. A. Troy (Su)	T. J. Moynahan (cm)	John Dempsey D. B. Ruggles (n) E. M. Dempsey (cl)	T. V. O'Sullivan (pm) Reginald Tranter (ma)
	News-Bureau (m) 3,718	.40	.30	(R) (DJ, AP, UP, INS) (7¢)	Boston News Bureau, Inc. Wm. C. Cox, Pres. A. J. C. Underhill, Pub.	Frank M. Simmons B. F. Griffin (asst-ed)	A. J. MacDonald	A. J. C. Underhill (gm-bm) Thomas F. Lyons (cm)	A. J. C. Underhill (a-n) John O'Shea (cl)	Thos. F. Lyons (pm) James Lyons (ma)
	Post (m) 392,396 Sunday edition (S) 282,924	.60 .55	.45 .35	(I-D) (AP, CT) ROP-1) (†) (J) (2¢) (60)	Post Pub. Co. W. F. Carley, Pres. Richard Grozier, Pub.	Richard Grozier C. R. Doyle	Edward J. Dunn Howard Reynolds (sp) John Griffin (Su)	Walter F. Carley William H. Paul (bm) Eben Enroth (cm)	Chas. W. Rogers M. J. Noonan (n) William Ford (cl)	H. L. Armes H. J. Gallagher (ma)
BROCKTON 65,000	Enterprise-Times (e) 34,691x	.12	.12	(I) (UP, AP) (3¢, 18¢w) (60)	Enterprise Pub. Co. S. Heath Rich, Pres.	S. Heath Rich	Joseph Messier (news ed) Robert J. Riordon (cs) James H. Burke (sp)	Charles L. Fuller (bm) A. B. Carleton (cm)	Wm. F. Hallisey A. G. Barnfield (n)	M. L. Belcher (ma)
CAPE COD-HYANNIS 37,295	Cape Cod Standard-Times (e) 9,091	.04	.06	(I) (UP) (†) (3¢, 18¢w) (97)	E. Anthony & Sons, Inc.	Halford Houser		Halford Houser (mgr) Wm. Cooper (cm)	Dan B. Gaylord	
CHELSEA 41,259	Record (e) 4,007	.04	...	(I) (†) (3¢) (none)	Chelsea Evening Record, Inc. Lizzie M. Robie, Pres.-Pub.	Herbert D. Hancock	Francis J. Dowd Wm. Siegal (sp)	H. D. Hancock Philip H. Carroll (cm)	E. J. Perry Anna O'Neil (cl)	Benjamin Zaiger (ma)
CLINTON 12,450	Item (e) 2,781	.02	.04	(I) (INS) (†) (J) (3¢ (18¢w) (60)	W. J. Coulter Press, Inc. C. C. Coulter, Pres.	Orra L. Stone C. H. Coulter	Orra L. Stone John Connelly (sp)	C. C. Coulter (gm-bm)	C. H. Coulter	
FALL RIVER 115,428	Herald News (e) 33,338	.12	.22	(I) (AP, UP, INS) (ROP-1) (†) (4¢, 24¢w) (60)	Herald News Pub. Co. C. E. Sevigny, Pres.	Edward J. Delaney	Thomas K. Brindley F. McGrath (sp)	C. E. Sevigny Geo. E. Sullivan (cm)	C. J. McCarty T. A. O'Donnell (n) Joseph Sullivan (cl)	
FITCHBURG 44,000	Sentinel (e) 12,451	.05	...	(AP) (3¢) (60)	Sentinel Pig. Co. George H. Godbeer, Pres.-Pub.	George H. Godbeer	Sumner G. Kean Frank J. Stout (sp)	Frank C. Hoyt (bm) E. G. Wellington (cm)	Allan C. Inman (a-n) Helena Murdoch (cl)	W. R. Rankin (ma)
FRAMINGHAM 24,000	News (e) 6,936	.035	.12	(I) (INS) (3¢, 21¢w) (97)	News Pub. Co. of Framingham J. E. MacPherson, Pres.	Ralph F. Dewey	Raymond J. Callahan (ce-sp)	Alvers C. Benson (bm) Leon J. Sheltry (cm)	Alvers C. Benson Miss P. Hauptman (cl)	
GARDNER 20,206	News (e) 4,981	.025	...	(I) (AP) (†) (3¢, 18¢w) (60)	The Gardner News, Inc. W. E. Hubbard Trust Germaine L. Hubbard, Pres.	Joseph K. Colton	Joseph K. Colton Francis H. LeBlanc (sp)	S. W. Rogers C. R. Carlson (cm)	H. D. Hardy	A. J. Lajoie (ma)
GLOUCESTER 24,046	Times (e) 7,414x	.04	.0625	(I-R) (INS) (†) (3¢, 18¢w) (97)	Gloucester Times Co. Wm. A. Procter, Pres.	John A. Radcliffe	J. A. Radcliffe Roy Parsons (sp)	Edw. E. Hicken (gm-bm) Lester A. Brown (bm)	Lester A. Brown E. E. Hicken (n)	
GREENFIELD 17,172 26,796 (ABC City)	Recorder-Gazette (e) 8,992	.05	.05	(I-R) (AP) (ROP-1) (†) (4¢, 24¢w) (42)	Recorder Pub. Corp. Howard C. Rice, Pres. H. Irving Jenks, Pub.	Paul S. Walcott	Harold LeVanway	H. Irving Jenks (gm-bm) Delmar P. Magoon (cm)	C. Andrew Bartlett H. I. Jenks (n) Rose Kallins (cl)	H. I. Jenks
HAVERHILL 46,000	Gazette (e) 16,037	.07	.15	(I) (AP) (†) (3¢, 20¢w) (105)	Gazette Co. Mrs. S. B. Wright, Pres. John T. Russ, Pub.	Wm. H. Heath John T. Russ	John Joseph Moran Chas. E. Somerby (sp)	John T. Russ Wm. J. Page (bm) J. A. Fareta (cm)	G. W. McLaughlin F. E. Pettengill (cl)	G. E. McLaughlin F. E. Pettengill D. Piggott (ma)
	Sunday Record (S)	.04	...	(I) (†) (J) (10¢) (none)	Record Pub. Co. Martin R. Hovey, Pres. Lewis R. Hovey, Pub.	Lewis R. Hovey	Ray L. Horsch	Martin R. Hovey Clayton Maynard (cm)	Thos. F. Monahan	T. F. Monahan M. R. Hovey (ma)
HOLYOKE 53,750	Transcript-Telegram (e) 20,405	.08	...	(I-R) (UP) (ROP-1) (†) (3¢) (60)	Holyoke Transcript-Telegram Mrs. Minnie R. Dwight, Pres.-Pub.	Mrs. William G. Dwight William Dwight	Joseph C. Doyle William Keating (sp)	Arthur Ryan A. E. Stoeckel (cm)	Henry M. Healy Catharine McCann (n) Raymond O'Connell (cl)	Henry M. Healy J. Mahoney (ma)
HUDSON	Hudson Sun and Marlboro Enterprise sold only in combination. See Marlboro listing.									
HYANNIS	See CAPE COD.									
LAWRENCE 84,323	Eagle (m) 4,563 Tribune (e) 30,144 Combined daily (me) 34,707 Sunday Sun (S) 7,184	... ... .11 .065	... ... .10 ...	(D) (AP, UP) (†) (J) (2¢m, 3¢e; 13¢w-m, 18¢e) (105) (R) (J) (5¢) (54-101)	Eagle-Tribune Pub. Co. I. E. Rogers, Pres.-Pub. Geo. A. Mellen, Secy-Treas. Lawrence Publications, Inc.	George A. Mellen (me) Arnold W. Sullivan	Fred Ladd (m) John A. O'Hearn (e) Wm. P. Peters (sp) 	H. B. Morrill (asst. treas.) J. P. S. Mahoney, Jr. Catherine R. Carlon (bm)	J. P. S. Doherty Geo. A. Demars (cl) Frank A. McPhee J. P. S. Mahoney, Jr. (n)	B. C. Kennard (ma)
LEOMINSTER 22,226	Enterprise (e) 4,028	.025	...	(AP) (J) (3¢, 18¢w) (60)	Leominster Enterprise Co. A. R. Griffin, Pres. Wm. James, Pub.	Clinton P. Rowe	Clinton P. Rowe W. I. Deacon (sp)	William James	William James	William James A. R. Griffin (ma)
LOWELL 103,000	Sun & Citizen-Leader (e) 33,205x	.12	.18	(I) (INS, AP, UP) (ROP-1) (3¢, 18¢w) (100)	Lowell Sun Co. Thomas F. Costello, Pres.	Thomas F. Costello David F. Connors	Wm. S. Murray John F. Kenney (sp)	Frank A. Lawlor (gm-bm) Harold H. Sloan (cm)	Frank A. Lawlor W. T. Fleming (cl)	
	Sunday Telegram (S) 15,299	.08	.16	(I) (†) (10¢) (77-5)	Telegram Pub. Co. P. L. Poussner, Pres.-Pub. F. W. Maguire, Asst. Pub.	John A. Lamberton (me)	F. W. Maguire Geo. A. Gagan (sp)	B. L. Poussner	John K. Riordan	H. J. Loiselle (ma)
LYNN 102,000	Item (e) 19,416	.09	.14	(I) (AP) (†) (3¢, 18¢w) (97)	Hastings & Sons Pub. Co. Mrs. Maria Hastings, Pres. Ernest W. Lawson, Pub.	C. Gallagher	H. H. Murphy Harvey L. Southward (sp)	E. W. Lawson (gm-bm) James E. Kelly (cm)	O. Henry Austin D. Glidden (cl)	C. Roach (ma)

TO MAKE MORE FRIENDS . . . . HOLD YOUR MARKET . . . . MOVE MORE MERCHANDISE
IN WAR-TIME NEW ENGLAND

Tell it to the
FIRST MILLION FAMILIES OF NEW ENGLAND *FIRST!*



TARGET for TODAY

TWO BROADSIDES TELL ALL

1. Wall-size Map. Visual data on occupied homes, coverage of 7 Boston dailies, by counties.
2. Sales-strategy data, facts.

SEVEN BOSTON DAILIES OPEN THE WAY FOR YOU TO LOOK INTO THE MINDS OF 4,500,000 PEOPLE

HERE IS ONE market-study in which advertiser-executives may forget their doubts of "sampling" surveys, look right into the minds and daily preferences of 4½ million people.

Two new "TARGET" broadsides are ready to tell you exactly where and how these New England families get ideas about merchandise—even things they buy locally.

Day after day, year in and year out, these Boston-minded people buy and read over 90% of the total net-paid New England circulation of all seven Boston newspapers.

They do this voluntarily, each to serve and satisfy his own self-interests.

Their personal viewpoints focus toward Boston as naturally as all their roads and rivers of trade, travel and family tradition have run that way for over 300 years.

For solving your own sales promotion or public-relations problems, these are the "FIRST FAMILIES" of New England. Among them, for many years now, The Boston Post has earned and served MORE DAILY READERS than any other Boston newspaper, morning or evening—now sells more Posts than all other Boston A. M. editions combined. Such reader-responsiveness is a matchless ingredient for advertising.

For FACTUAL data on the most puzzling of all major metropolitan markets, send for the two new "TARGET" broadsides.

For 1943 Advertising, First of All Use Newspapers
IN NEW ENGLAND—FIRST OF ALL

The Boston Post

Represented by KELLY-SMITH COMPANY Coast to Coast
New York Chicago Detroit Philadelphia Atlanta San Francisco

GOOD NEWS DAILY FOR MORE THAN 390,000 FAMILIES

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
LYNN—Cont'd	Telegram-News (e) 19,648	.07	.05	(I) (UP) (ROP-3) (3¢, 10¢S, 23¢w) (91)	Telegram, Inc. F. W. Enwright, Pres.-Pub.	Jacob Finkle	Thos. MacManus J. F. Williams (sp) Jacob Finkle (Su)	F. Gluck (gm-bm) H. Chamberlain (cm)	Frederic Gluck	F. Gluck J. Dempsey (ma)
	Sunday edition (S) 20,135	.07	.05							
MALDEN 58,010	News (e) 10,154	.06	...	(R) (2¢) (32)				Harold H. Harding (bm)	Robert F. Murphy	H. H. Harding
MARLBORO 15,254	Enterprise (e) 4,995	...	...	((I-R) (UP) (†) (2¢, 12¢w) (69)	Enterprise Press, Inc. Hudson Daily Sun, Inc. John E. Rice, Pres. Dustin S. Lucier, Pub.	Dustin S. Lucier	Robt. Wilcox (sp) B. Kane (sp-Ent) R. Wilcox (sp-Sun.)	D. S. Lucier N. Jones (gm-bm) Albert Boudreau (cm)	Oscar Zettler Helen Pollard (cl-Ent) Etheline Coolidge (cl-Sun.)	O. J. Zettler (pm-Ent) H. Morse (ma)
HUDSON 8,042	Sun (e) 1,835	...	...							
	Combined edition (e) 6,830	.04	...							
MEDFORD 63,872	Mercury (e) 4,167	.04	...	(I) (ROP-1) (†) (mer) (2¢, 12¢w) (97)	Medford Pub. Co., Inc. E. M. Peters, Pres.	Joseph Doherty	William Mitten Edw. Pidgeon (sp)	Dana W. Kelley	Dana W. Kelley Clair Curtis (cl)	Dana W. Kelley M. Leeman (ma)
MILFORD 15,388	News (e) 4,568	.03	.10	(I) (INS) (†) (3¢, 20¢w) (69)	Daily News Co., Inc. G. M. Richardson, Pres.	Geo. W. Billings (me)	Edwin L. Gaskill Mary E. Droney (sp)	Wm. F. Wright (gm-bm)	William F. Wright	C. Tomaso (ma)
NEW BEDFORD 114,000	Standard-Times (e) 47,985	.16	.20	(I) (AP, UP, INS) (*S) (ROP-1) (†) (3¢, 10¢S; 18¢w) (42)	E. Anthony & Sons, Inc. Basil Brewer, Pub.	Chas. J. Lewin (ed-in-chief) George Geiger	Clifford A. Shaw G. L. Patzer (sp) William Clough (Su)	Basil Brewer Max Kramer (asst-to-pub) William Cooper (cm)	Nicholas J. Mahoney, Jr. Thos. V. Brennan (n) Edmund G. Otis (cl)	
	Standard-Times (S) 32,796	.10	.20							
NEWBURYPORT 13,916	News (e) 5,141x	.035	...	(I-R) (INS) (†) (J) (3¢, 18¢w) (97)	News Pub. Co., Inc. Edw. E. Hicken, Pres.-Pub.	G. A. Moody	G. A. Moody Ed. Mason (sp)	Edward E. Hicken	E. E. Hicken	
NORTH ADAMS 27,824 (ABC City)	Transcript (e) 12,624	.05	...	(I) (AP) (†) (4¢, 24¢) (60)	Transcript Pub. Ass'n. James A. Hardman, Trustee-Pub.	Jas. A. Hardman, Jr. (me)	S. N. Sehouler (sp)	D. T. Williams (cm)	C. G. Gatalick C. F. Miller (cl)	
NORTHAMPTON 27,910 (ABC City)	Hampshire Gazette (e) 9,145	.05	.12	(I) (AP) (†) (3¢, 18¢w) (60)	H. S. Gere & Sons, Inc. H. W. DeRose, Pres.-Pub.	Arthur Frederick	Edw. J. O'Dea T. F. Flynn (sp)	S. F. Smith A. F. Malley (bm) K. E. Hurley (cm)	H. W. De Rose S. F. Smith (n) K. E. Hurley (cl)	T. F. Flynn (ma)
NORTH ATTLEBORO 11,500	Chronicle (e) 3,250	.03	.07	(I) (INS) (†) (J) (2¢, 12¢w) (79)	North Attleboro Chronicle Co. Maurau I. Furbish, Pres. Jos. W. Martin, Jr., Pub.	Jos. W. Martin, Jr. Chas. F. Martin	Chas. F. Martin George W. Kelley (sp)	George W. Kelley Robt. R. Sherman (bm) C. Jacques (cm)	Geo. W. Kelley Robt Sherman (cl)	Chas. Earle (ma)
NORWOOD 15,400	Messenger (e) 2,690	.03	...	(I) (AP) (ROP-1) (†) (J) (2¢, 12¢w) (69)	Norwood Messenger, Inc. Harry P. Hurwich, Pres.-Pub.	Francis J. Tominey William F. Pedersen	Chester Davis F. J. Tominey (sp)	Howard DeWolf (gm-bm) Julia Costello (cm)	Edward Burns Julia Costello (cl)	H. G. DeWolf Edw. Burns (apm)
	(Note: Messenger sold in combination with Attleboro Sun. Combination rate 6¢ per line.)									
PITTSFIELD 53,000	Berkshire Evening Eagle (e) 23,275	.10	.06	(I) (AP, UP) (†) (3¢, 18¢w) (69)	Eagle Pub. Co. Donald B. Miller, Pres.-Pub.	L. K. Miller Geo. W. Edman	T. Giddings J. M. Flynn (sp)	Donald B. Miller (bm) Frank Munn (cm)	W. Wendell Budrow L. Warren Perkins (cl)	W. W. Budrow (pm)
QUINCY 75,810	Patriot-Ledger (e) 24,674	.0715	.18	(I) (UP) (†) (3¢, 18¢w) (105)	G. W. Prescott Pub. Co. R. C. Low, Pres.	John Herbert	Prescott Hobson (sp)	R. C. Low Walter A. Schmitz (bm) Arthur Matters (cm)	Harry Dublin Prescott Low (n) L. Spicer (cl)	W. A. Schmitz Albert Schirm (ma)
SALEM 41,213	News (e) 20,597x	.071	.071	(I-R) (AP) (†) (3¢, 18¢w) (60)	Salem News Pub. Co. O. E. Jackson, Pres.	E. K. Titus	James E. Fuller H. A. Sullivan (sp)	Harry E. Flint (gm-bm)	D. M. Keyser	W. F. Some (ma)
SOUTHBRIDGE 18,800	News (e) 2,874	.06	...	(UP) (3¢, 18¢w) (none)	Southbridge Evening News, Inc. V. V. McNitt, Pres.-Pub.	V. V. McNitt Ralph H. Minard	Elwin S. Greene (sp)	V. V. McNitt N. Mathieu (sp)	D. W. Donahue, Jr.	F. W. Powers (ma)
SPRINGFIELD 149,554	Republican (m) 14,011	...	...		Republican Pub. Co.					
	News (e) 40,701	...	...							
	Union (me) 84,906	...	...		Union Pub. Co.					
	Four editions combined (ma) 148,518	...	...							
	Union & Republican (S) 69,430	...	...		Republican Pub. Co.					
TAUNTON 40,000	Gazette (e) 10,083x	.05	...	(R-I) (AP) (†) (3¢, 18¢w) (69)	Wm. Reed & Sons Co. George H. Reed, Pres. W. H. Reed, Pub.	W. R. Reed W. H. Reed (me)	Edwin E. Pierce Kenneth Black (sp)	W. H. Reed (gm-bm) R. W. MacGlashing (cm)	G. Donald Guthrie G. Woodward (cl)	Wm. R. Reed (ma)
WAKEFIELD 17,000	Item (e ex Sat.) 3,618	.04	.04	(I) (†) (mer) (3¢, 18¢w) (none)	Wakefield Item Co. Emma B. Dolbeare, Pres.	Cyrus M. Dolbeare Gardner E. Campbell	Allston Van Wagner S. O. Urquhart (sp)	Cyrus M. Dolbeare Gardner E. Campbell (bm-cm)	Gardner E. Campbell Jeanne C. Whitney (cl)	Gardner E. Campbell P. W. Mortimer (ma)
WALTHAM 40,020	News-Tribune (e) 8,736	.04	.032	(I-R) (AP, UP) (ROP-3) (†) (J) (3¢, 18¢w) (69)	Waltham Pub. Co. Ernest R. Lowe, Pres. A. T. Stakle, Pub.	Ernest R. Lowe	Thomas Murphy Arthur Ballou (sp)	J. M. Kohler (bm) J. L. Connelly (cm)	J. L. Connelly	A. M. Kohler (ma)
WOBURN 19,751	Times (e) 3,950	.025	...	(I) (INS) (J) (2¢) (69)	Woburn Daily Times Inc. James D. Haggerty, Pres.-Pub.	James D. Haggerty	James D. Haggerty J. D. Haggerty, Jr. (sp)	James D. Haggerty J. D. Haggerty, Jr. (cm)	James D. Haggerty	James D. Haggerty
WORCESTER 197,500	Telegram (m) 43,616	...	...	(R)						
	Gazette (e) 92,404	...	...	(I-R) (AP, UP) (ROP-1) (†) (mer) (3¢, 10¢S; 18¢w-m, 18¢w-e) (14)	Telegram Pub. Co., Inc. H. G. Stoddard, Pres. George F. Booth, Pub.	Geo. F. Booth M. H. Williams (me)	K. K. Kingsbury (m) W. F. Holland (e) L. J. Mumpton (sp-m) E. W. Scannell (sp-e) Fred'k L. Rushton (Su)	Howard M. Booth W. F. Lucey (bm) Edw. D. Dolhenty (cm)	H. V. Manser Thos. J. Mills (n) Frank R. Twiss (cl)	Walter F. Hopkins R. M. Fitzgerald (ma)
	Combined daily (ma) 141,110	.31	.33							
	Sunday Telegram (S) 79,455	.20	.30							

MICHIGAN

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ADRIAN 16,000	Telegram (e) 12,988	.07	.18	(I) (AP) (†) (3¢, 18¢w) (1)	The Adrian Telegram, Inc. Stuart H. Perry, Pub.	Stuart H. Perry Donald L. Frasier	H. L. Gay Frederick L. Thompson	H. F. Bailey (bm) R. S. Brion (cm)	H. F. Bailey	
ALBION 9,000	Recorder (e) 2,917	.025	.10	(I) (UP) (†) (3¢, 18¢w) (94)	Recorder Press Co., Inc. J. C. Bedient, Pres.-Pub.	Geo. V. Mather	Lloyd Kusch (sp)	Carl Sackett (bm) Gordon Thompson (cm)	Carl Sackett J. C. Bedient (n) Rosemary Torrey (cl)	P. J. Church (ma)
ALPENA 13,500	News (e) 5,706	.045	.15	(I) (UP) (†) (3¢, 18¢w) (103)	News Pub. Co. Emmet Richards, Pres.-Pub.	Emmet Richards R. M. McCollum	F. M. Garvey R. M. McCollum (sp)	Emmet Richards B. R. Lamp (bm-cm)	Arthur J. Hanna B. R. Lamp (cl)	B. R. Lamp A. J. Kaminski (ma)
ANN ARBOR 29,815	News (e) 14,951	.07	.20	(I) (AP) (†) (mer) (3¢, 18¢w) (64-66)	Booth Newspapers, Inc. George G. Booth, Pres.	Arthur W. Stace	Ralph Byers Mill Marsh (sp)	C. H. McKinley C. G. Cooke (cm)	Geo. P. McCallum, Jr. Fred R. Ellis (cl)	L. J. Lockwood (ma)
BATTLE CREEK 45,000 70,000 (ABC City)	Enquirer-News (e) 28,166	.10	.18	(I) (AP, UP) (ROP-2) (†) (5¢) (1)	Federated Publications, Inc. A. S. Miller, Pres.-Pub. R. B. Miller (Asso. Pub.)	Geo. B. Dalliver H. A. Chapman	Ralph Koons	R. B. Miller (gm-bm) Geo. Schmid (cm)	Roger Newcomer Marjorie Fleming (cl)	Floyd Warner (ma)
	Sunday edition (S) 28,233	.10	.18							
	(Note: Color: Back page or center Truck.)									
BAY CITY 47,956	Times (e) 28,710	.09	.18	(I) (AP) (†) (3¢, 20¢w) (64-66)	Booth Newspapers, Inc. George G. Booth, Pres.	Glenn MacDonald	Milton D. Hewes	Andrew J. Simpson Lester A. Florance (cm)	George H. Bishof Edgar C. Heiden (n) Lloyd A. Stevens (cl)	
	Sunday edition (S) 28,389	.09	.18							
BENTON HARBOR 17,000	News-Palladium (e) 14,036	...	...	(I-R) (AP) (†) (3¢, 18¢w) (97)	Palladium Pub. Co. S. R. Banyon, Pres.-Pub.	S. R. Banyon L. R. White	G. W. Bailey Ford Eastman (sp)	S. R. Banyon R. M. Boothby (bm) R. W. Haynes (cm)	G. H. Baker Russell Boothby (n) W. De Wit (cl)	R. M. Boothby Geo. Culverhouse (ma)
ST. JOSEPH 8,963 25,691	Herald-Press (e) 5,772	...	...	(I-R) (AP) (†) (3¢) (97)	Herald Press Co. R. V. Wynkoop, Pres.	R. V. Wynkoop	Doug Graham	Rex V. Wynkoop Phil Ludwig (cm)	W. A. Kuschel R. M. Boothby (n) Chas. Rhodes (cl)	L. H. Wille (ma)
	Combined dailies (e) 19,802	.09	.10							
	(Note: All advertising sold in combination with Benton Harbor News-Palladium copy appears in both papers on same day.)									

VASTLY IMPROVED VULCAN ROLLERS wait beyond War Horizons

ALTHOUGH heavily engaged in war production, Vulcan has earmarked many of its important new discoveries for use in making peacetime rollers. There will be mighty improvements over anything you have yet seen.

Just as soon as peacetime production is resumed, these greatly advanced Vulcan rollers will be available to newspapers everywhere—assuring presswork whose quality and dependability will be enhanced far beyond present high standards.

We can still take care of your needs in VULCAN long lasting press blankets. Send your orders as early as possible.

VULCAN PROOFING CO.

First Avenue and Fifty-Eighth Street, Brooklyn, N. Y.

FOR VICTORY BUY UNITED STATES WAR BONDS AND STAMPS

3584

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate		Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
		Nat.	Classified							
BIG RAPIDS 4,987	Pioneer (e) 3,689	...	...	(I) (AP, UP) (†) (3¢) (97)	Conine Pub. Co. Geo. B. Dolliver, Pres. Arthur E. Anderson, Pub.	G. B. Dolliver, Jr. Arthur E. Anderson	Ben Taylor	Arthur E. Anderson Jean McDonald (em)	Russell Ketchum Jean McDonald (cl)	Jay Griffin (ma)
CADILLAC 9,855	News (e) 4,142	.03	...	(I) (UP) (†) (3¢, 15¢w) (94)	Cadillac Evening News. T. O. Huckle, Pres. Earl T. Huckle, Pub.	T. O. Huckle M. M. Van Valkenburgh	June Van Valkenburgh C. A. Paulson (sp)	Earl T. Huckle C. A. Paulson (bm) E. B. Benson (em)	E. T. Huckle E. Benson (cl)	E. T. Huckle
CALUMET 1,460	News-Journal (e) 3,062	...	...	(Advertising sold in combination with Houghton Mining Gazette. See that listing.)						
CHEBOYGAN 6,550	Tribune (e) 3,998	.03	.12	(I) (UP) (†) (5¢, 18¢w) (94)	Conine Pub. Co. Geo. B. Dolliver, Pres.	M. M. Riggs	Gordon J. Turner	M. M. Riggs (gm-bm) Mona Grenier (em)	Geo. P. Gardner M. M. Riggs (n) Norma Shields (cl)	M. M. Riggs Oscar Carlson (ma)
COLDWATER 7,343	Reporter (e) 3,132	.025	.12	(I) (UP) (†) (J) (3¢, 15¢w) (94)	Coldwater Reporter Co. T. O. Huckle, Pres.-Pub.	T. O. Huckle Seaton Bovee	Gertrude Edgell Seton C. Bovee (sp)	T. O. Huckle (gm-bm) Carol Fuller (em)	Wm. J. H. Smith T. O. Huckle (n) Carol Fuller (cl)	T. O. Huckle E. Thomas (ma)
DETROIT 1,870,000	Free Press (m) 356,836 Sunday edition (S) 340,277	.55 .55	.48 .48	(I) (AP, UP, CT, NYT) (*S) (ROP-1) (†) (J) (3¢, 10¢S; 18¢w-m, 28¢ w-m & S) (100)	Knight Newspapers, Inc. John S. Knight, Pres.-Pub.	Malcolm Bingay (ed'l dir) Douglas Martin	Bruce Campbell Dale Stafford (sp) Jas. Hoskins (Su)	J. H. Barry H. C. Weidler (bm) E. R. Hatton (em)	C. W. Cosgrove Elliot Shumaker (n) W. S. Campbell (cl)	L. E. West C. E. Woodard (ma)
	News (e) 381,971 Sunday edition (S) 461,793	.60 .60	.60 .60	(I) (AP, UP, NANA, C-DN) (*S) (ROP-1) (†) (mer) (3¢, 10¢S; 18¢w-e; 28¢w-e & S) (64-66)	Evening News Assn. W. E. Scripps, Pres.	W. S. Gilmore Fred Gaertner, Jr.	Arthur Hathaway H. G. Salsinger (sp) Wm. Park (Su)	H. Ponting D. R. Merrill (bm) J. C. Montgomery (em)	W. H. Moore (ad dir) E. B. Houseal (ret) Brice McQuillin (n) Ralph Horton (cl)	Jacob Albert (pm) S. Johansen (ma)
	Times (e) 347,407 Sunday edition (S) 484,248	.55 .55	.50 .50	(I) (INS, UP) (ROP-3) (†) (3¢, 10¢S, 28¢w) (16)	Times Pub. Co. W. E. Anderman, Pres.-Pub. (Classified: One time rate shown. 30 times rate, 30¢ daily, Sunday.)	John C. Manning	James Trainor Robt. Murphy (sp) Chas. Wagoner (Su)	W. H. Mills (bm) W. Aronoff (em)	J. W. Fleck A. E. Ball (cl)	Al Munroe L. H. Burbey (apm) H. Robinson (ma)
DOWAGIAC 5,500	News (e) 2,482	.025	.12	(I) (UP) (†) (J) (3¢, 15¢w) (94)	Dowagiac Daily News Co., Inc.	Wm. F. Mellrath		Harry H. Whiteley	Fred McKenzie	C. Buebthal (ma)
ESCANABA 14,830	Press (m ex M.) 7,507 Sunday edition (S) 8,086	.07 .07	... ...	(R) (AP) (†) (J) (5¢) (94)	Daily Press Co., Inc. John P. Norton, Pres.-Pub.	John P. Norton Wm. J. Duchaine	L. A. Danielson (e) K. Gunderson (sp)	John P. Norton F. J. Lindenthal (bm) E. J. Erickson (em)	G. W. Traverse W. H. Holreth (n) B. F. Schultz (cl)	W. H. Holreth (ma)
FLINT 151,543	Journal (e) 61,246 Sunday edition (S) 60,174	.16 .16	... ...	(I) (AP, UP) (†) (mer) (3¢, 5¢S) (66-64)	Booth Newspapers, Inc. George G. Booth, Pres.	M. A. Gorman H. F. Diehm (news)	Ralph B. Curry Maurie Cossman (sp)	Earl R. Chapman (mgr) Robt. W. Taylor (em)	Lester G. Karr R. T. Allan (n) Gilbert Gillett (cl)	Earl May Lester G. Karr (apm) G. Crammond (ma)
GRAND HAVEN 10,738	Tribune (e) 3,202	.03	.12	(I) (AP) (†) (J) (3¢, 11½¢w) (94)	Daily Tribune	Almon W. McCall	Abigail H. Bos Ray Fisher (sp)	E. J. McCall Alden H. Spencer (em)	J. Watson McCall Herman Schafsma (cl)	J. Siplon (ma)
GRAND RAPIDS 164,292	Herald (m) 44,339 Sunday edition (S) 37,625	.12 .12	.18 .18	(I-R) (INS-AP) (ROP-3) (†) (3¢, 15¢w) (90)	Federated Publications, Inc. A. L. Miller, Pres.	Frank M. Sparks John F. Wurs	Dale Watts Heinie Martin (sp)	Louis A. Weil, Jr. (bm) Royal E. Buckman (em)	H. B. Burtt E. Esenwein (n) Wm. Harmeyer (cl)	Thomas R. Hoover F. J. Salmon (ma)
	Press (e) 97,085	.20	.26	(I) (AP, UP) (†) (mer) (3¢, 15¢w) (64-66)	Booth Newspapers, Inc. Geo. G. Booth, Pres.	Lee M. Woodruff	Bert Post Roscoe Bennett (sp)	Elmer J. Siemons (mgr) Elmer Woltjer (em)	H. S. Conlon L. F. Hodgins (n) H. G. MacMillan (cl)	
GREENVILLE 4,600	News (e) 2,475	.025	.12	(I) (UP) (†) (3¢, 15¢w) (none)	Independent Press, Inc. Donald E. Johnson, Pres. Earle Davidson, Pub.	Earle Davidson	Edith Crosby	Earle Davidson Robt. Strong (em)	Donald A. Smith R. W. Strong (n-cl)	R. Eastman (ma)
HILLSDALE 7,000	News (e) 6,223	.025	.05	(I) (AP) (3¢, 15¢w) (34)	Hillsdale Herald Adelaide J. Burgess, Pres.	Harvey J. Burgess Herbert Hale	Robt. Brandon (sp)	Harvey J. Burgess Tom Brown (em)	John Schmidley	A. Spencer (ma)
HOLLAND 15,000	Sentinel (e) 7,268	.06	.18	(I) (UP) (ROP-2) (†) (3¢, 15¢w) (94)	Sentinel Printing Co. C. A. French, Pres.-Pub.	C. A. French		W. A. Butler (bm)		
HOUGHTON 3,800	Mining Gazette (m ex M.) 6,814 Sunday edition (S) 6,814	... ...	... ...	(I) (AP) (†) (5¢, 20¢w) (97)	Mining Gazette Co. John W. Rice, Pres.-Pub.	Merwin W. Youngs (m) C. J. Prideaux (e)		M. J. Tretheway (bm-m) W. M. Lyon (bm-e) Joseph Mathy (em-m) W. M. Lyon (em-e)	W. Washburn Wm. M. Lyon (am-e) J. W. Rice (n) N. Pruner (cl)	T. W. Edwards (ma)
CALUMET 1,460	News-Journal (e) 3,062 Combined edition (me) 9,876	... .065	... ...							
IONIA 6,392	Sentinel-Standard (e) 3,317	.025	.15	(I) (AP) (†) (J) (3¢) (94)	Sentinel-Standard, Inc. Lucy V. Kidd, Pres.	Fred M. Kidd	F. M. Kidd, Jr. (ce-sp)	F. M. Kidd, Jr.	F. M. Kidd, Jr.	H. O. Burke (ma)
IRON MOUNTAIN 11,000	News (e) 7,961	.05	.18	(I) (AP) (†) (5¢, 20¢w) (94)	Iron Mountain Pub. Co. Frank J. Russell, Pres.	Frank J. Russell L. D. Tucker	Lawrence D. Tucker E. O. Erickson (sp)	W. F. Russell (bm) C. E. Eighinger (em)	L. S. Staple W. F. Russell (n) J. E. Patterson (cl)	M. Antonino (ma)
IRONWOOD 15,000	Globe (e) 7,222	.04	.18	(I) (AP) (†) (5¢, 20¢w) (none)	Globe Pub. Co. Linwood I. Noyes, Pres.-Pub.	Linwood I. Noyes Edwin J. Johnson		Linwood I. Noyes Viola Santini (em)	W. Albert Karsch	H. Lindbloom (ma)
JACKSON 54,000	Citizen-Patriot (e) 30,976 Sunday edition (S) 31,266	.10 .10	.23 .23	(I) (AP, UP) (†) (3¢, 5¢S, 20¢w) (64-66)	Booth Newspapers, Inc. George G. Booth, Pres.	Carl M. Saunders	J. F. Fleming Donald Durst	Jos. E. Noll (mgr) Geo. M. Cowden (em)	S. M. Squier W. Wilkenson (cl)	
KALAMAZOO 71,858	Gazette (e) 33,020x Sunday edition (S) 33,724x	.10 .10	.25 .25	(I) (AP, UP) (†) (mer) (5¢, 25¢w) (64-66)	Booth Newspapers, Inc. George G. Booth, Pres.-Pub.	John K. Walsh	W. J. Foard J. G. Hagan (sp) Ralph Patton (Su)	C. M. Greenway Carl M. Austin (em)	Leo E. Keane A. H. Peck (n) Earl W. Beach (cl)	L. E. Keane C. L. Klose (ma)
LANSING 110,356	State Journal (e) 47,301x Sunday edition (S) 44,751x	.15 .15	.20 .20	(I) (AP, UP, INS) (ROP-1) (†) (5¢, 25¢w) (1)	Federated Publications, Inc. A. L. Miller, Pres. Paul A. Martin, Pub.	Paul A. Martin K. C. Park (ma)	Kenneth R. West Geo. S. Alderton (sp) Hayden R. Palmer (Su)	Paul A. Martin Harry A. Wooton (bm-em)	Jos. F. Foltz Jos. S. Bateman (n) Carl J. Woodruff (cl)	Harry A. Wooton J. S. Bateman (apm) Rock O. Wales (ma)
LUDINGTON 11,000	News (e) 4,689	.04	.15	(I) (AP) (†) (3¢, 15¢w) (56)	H. P. Furstenau, Pub.	Frederic Read H. P. Furstenau	Dick Derrick (ce-sp)	H. P. Furstenau (gm-bm) Alice Peters (em)	Edw. Mulligan Louise Meers (n) Arliss Allard (cl)	E. F. Mulligan A. Cloud (ma)
MANISTEE 8,641	News Advocate (e) 3,426	.04	.12	(I) (UP) (†) (3¢, 15¢w) (94)	Conine Pub. Co. G. B. Dolliver, Pres.	John Batdorff (me)	W. Kuehl (news-sp)	Miss V. Carty (em)	R. McMenamin J. Batdorff (n) Mrs. S. Hanson (cl)	R. McMenamin (apm) Wm. Schimke (ma)
MARQUETTE 15,928	Mining Journal (m) 10,602	.06	...	(I) (AP) (†) (5¢) (94)	Mining Journal Co., Ltd. F. J. Russell, Sr., Pres.-Pub.	F. J. Russell, Sr. E. A. Moore	F. J. Russell, Jr. James Ward (sp)	Leo G. Brott (bm) F. E. Harkin (em)	James L. Slattery	James Fitzpatrick (ma)
MARSHALL 6,180	Chronicle (e) 3,123	.025	.05	(I) (UP) (†) (3¢, 15¢w) (none)	F. R. Moses, Pub.					
MENOMINEE 10,230	Herald-Leader (e) 4,434	.04	...	(I) (AP) (†) (J) (3¢) (none)	Herald-Leader Co. Roger Andrews, Pres. P. C. Munroe, Pub.	Roger Andrews Jean Worth	Wm. Daley James Ripley (sp)	P. C. Munroe Alvie Phillips (em)	Chas. H. Andrews Harold Pearson (cl)	K. T. Boylan (ma)
MIDLAND 12,000	News (e) 5,068	.035	.065	(I) (UP) (†) (3¢, 18¢w) (94)	Rich Pub. House, Inc. Philip T. Rich, Pres.-Pub.	Philip T. Rich Claire Merrill	Claire Merrill Harold Heinze (sp)	Philip T. Rich Gordon F. Phillips (bm) Ford Bowersox (em)	Gordon F. Phillips Mildred Moffitt (cl)	G. F. Phillips (apm) Gene Messersmith (ma)
MONROE 20,020	News (e) 10,559	.065	.15	(I) (AP) (†) (3¢, 18¢w) (none)	Monroe Pub. Co. JS Gray, Pres.	JS Gray		JS Gray C. K. Wesley (bm) A. J. Kohler (em)	C. K. Wesley James Salow (cl)	S. Sweeney (ma)
MOUNT CLEMENS 17,824	Monitor-Leader (e) 9,108	.06	.18	(I) (AP, UP) (ROP-1) (†) (J) (3¢, 18¢w) (34)	Macomb Pub. Co. Paul W. McKee, Pub.-Pres.	W. B. MacLachlan	Edgar Racine B. J. Ballantine (sp)	Chas. J. Sheppard K. W. Moody (em)	Chas. J. Sheppard (a-n) F. Robinson (cl)	R. Ochsenbein (ma)
MUSKEGON 47,697 75,000 (Ctr. Muskegon)	Chronicle (e) 32,867	.10	.21	(I) (AP, UP, INS) (†) (3¢, 18¢w) (64-66)	Booth Newspapers, Inc. George G. Booth, Pres.	Archie E. McCrea C. D. McNamee	Paul A. Elliott Jas. F. Henderson (sp)	W. A. Bennetts J. A. Taylor (em)	Thos. Vanderlaan W. A. Bennetts (n) A. S. Dephouse (cl)	Clem Cottrell (ma)

708,000 Soldiers of Production

In no other American community has the tempo of war production, or the quantity of materials produced reached such heights as in Detroit.

Now, 708,000 men and women are working round-the-clock in Detroit's huge industrial plants, earning more than $35,000,000 weekly, and producing over $20,000,000 worth of war materials every day.

In this market of over 2,700,000 people there is but ONE morning newspaper, The Detroit Free Press. Within the year its circulation has increased more than 50,000 copies per day, to a net paid average (quarter ending Oct. 1, 1942) of 368,064, with NO increase in its advertising rates.

If you have anything to sell, Detroit is America's best and most productive market, and The Free Press should head off your media list in this area.

The Detroit Free Press

Story, Brooks & Finley, Inc., Nat'l Representatives

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
NILES 12,000	Star (e) 4,011	.03	.10	(I) (AP) (†) (J) (3¢, 18¢w) (94)	Star Pub. Co. L. J. Plym, Pres. J. R. Seamehorn, Pub.	J. R. Seamehorn	E. J. Smith	J. R. Seamehorn W. S. Wright (em)	H. H. Whiteley	C. Shirk (ma)
OWOSSO 16,000	Argus-Press (e) 9,844	.06	.15	(I) (AP) (ROP-1) (†) (5¢, 18¢w) (80)	Argus-Press Co. J. E. Campbell, Pres.	J. E. Campbell	J. E. Dingwall R. O. Spence (sp)	J. E. Campbell A. G. Elliott (em)	Geo. W. Campbell J. E. Campbell (n) A. A. McCully (cl)	G. W. Campbell (apm) C. E. Brewster (ma)
PETOSKEY 8,000	News (e) 2,679	.025	...	(I) (UP) (†) (5¢, 20¢w) (none)	News Ptg. Co. A. M. Hinkley, Pres.-Pub.	A. M. Hinkley	H. Lee North	D. H. Barnes	D. H. Barnes	
PONTIAC 70,000	Press (e) 37,654	.10	.18	(I) (AP, UP, INS) (ROP-3) (†) (mer) (3¢, 18¢w) (none)	Pontiac Press Co. Howard H. Fitzgerald, Pres.	Harold A. Fitzgerald Conrad N. Church	Robt. B. Tarr H. Guy Moats (sp)	Harold A. Fitzgerald Earl M. Treadwell (em)	Horace F. Brodie Russell Bassett (n) John Linabury (cl)	L. Z. Monroe (ma)
PORT HURON 32,759	Times-Herald (e) 24,153 Sunday edition (S) 23,861	.10 .10	... ...	(I) (AP, UP, INS) (ROP-1) (†) (mer) (5¢, 25¢w) (103)	Times-Herald Co. W. W. Ottaway, Pres. Harold A. Fitzgerald, Pub.	Louis A. Weil George M. Hunter	D. J. Mitchell Fred H. Vincent (sp) George Hunter (Su)	W. W. Ottaway F. O. Rouse (em)	M. J. Handley (loc) Nelson Armstrong (n) Frank Gantert (cl)	J. A. Caldwell (apm) F. Marengo (comp)
ROYAL OAK 30,000	Tribune (e) 15,857	...	.065	(I) (UP) (†) (3¢, 12¢w) (69)	Tribune Pub. Co. Floyd J. Miller, Pres.	Lynn S. Miller (me)	Mike Lepere (sp)	Floyd J. Miller W. T. Brown (bm-em)	L. Paul Jacobs	Frank K. Foster (ma)
SAGINAW 84,000	News (e) 34,125 Sunday edition (S) 34,040	.10 .10	.25 .25	(I) (UP, AP) (ROP-3) (†) (mer) (3¢, 5¢S, 20¢w) (64-66)	Booth Newspapers, Inc. George G. Booth, Pres.	Otto C. Pressprich	Robt. McMillen Wm. W. Whatley (sp)	H. T. Slaght (act mgr). Wm. J. Raubinger (em)	L. C. Engle (acting) John H. Krueger (n) W. H. Severin (cl)	
ST. JOSEPH—See Benton Harbor Listing.										
SAULT STE. MARIE 23,000	News (e) 7,926	.045	...	(I-R) (AP) (†) (J) (5¢, 20¢w) (94)	Sault News Ptg. Co. George A. Osborn, Pres.-Pub.	George A. Osborn J. P. Chandler	John Zabelka C. Byers (sp)	Geo. A. Osborn J. P. Chandler (bm) C. M. Green (em)	J. Harris Burris Wm. Hungerford (cl)	J. H. Burris W. Battdorf (ma)
SOUTH HAVEN 5,700	Tribune (e) 2,731	.03	.15	(I) (UP) (†) (3¢, 18¢w) (94)	South Haven Pub. Co. Paul L. Mixter, Pres.-Pub.	Paul L. Mixter Randall Hobart		J. Carter (em)	F. W. Brigden A. Breckenridge (cl)	J. Fortier (ma)
STURGIS 8,200	Journal (e) 5,815	.04	.12	(I) (UP) (†) (J) (3¢, 15¢w) (94)	Mark P. Haines, Pub.	Mark P. Haines A. C. Sleight	Harold Prince (sp)	Mark P. Haines J. Fred Mayer (bm) L. B. Vaughan (em)	J. Fred Mayer L. B. Vaughan (cl)	L. A. Good (ma)
THREE RIVERS 7,200	Commercial (e) 3,818	.03	...	(I) (UP) (†) (J) (3¢, 15¢w) (94)	Three Rivers Pub. Co. R. M. Shumaker, Pres. Wm. H. Shumaker, Pub.			R. M. Shumaker (bm)		
TRAVERSE CITY 15,000	Record-Eagle (e) 6,525	.025	.10	(I) (UP) (†) (3¢, 15¢w) (94)	Herald & Record Co. Austin C. Batdorff, Pres.-Pub.	Austin C. Batdorff Jay P. Smith	William Smith Benj. Taylor (sp)	A. C. Batdorff (gm-bm) Chas. Saunders (em)	R. A. Batdorff L. Johnson (n-cl)	W. Novak Robt. Steffens (apm) W. Nelson (ma)
YPSILANTI 12,121	Press (e) 4,168	.04	...	(I) (AP, UP, INS) (†) (4¢) (94)	Ypsilanti Press George C. Handy, Pres.-Pub.	E. M. Harrison				

MINNESOTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBERT LEA 12,193	Tribune (e) 6,042	.05	.18	(R) (AP) (†) (J) (5¢, 20¢w) (103-82a)	Albert Lea Pub. Co. S. O. Simonson, Pres. L. S. Whiteomb, Pub.	Burt May L. S. Whiteomb	Russell Voigt (sp)	L. S. Whiteomb (bm) R. Stephenson (em)	G. K. Palmer R. Stephenson (cl)	E. M. Johnson S. O. Simonson (ma)
AUSTIN 22,000	Herald (e) 7,771	.05	.15	(I) (AP) (†) (5¢, 20¢w) (103)	Herald Pub. Co. H. E. Rasmussen, Pres.-Pub.	J. H. Skinner Clarence Burgeson	Jay Daane	Geraldine Rasmussen (bm) Lloyd Fennell (em)	A. J. McGillivray Jean Leebens (n) S. Blondell (cl)	Otto Bluhm (ma)
BEMIDJI 9,471	Pioneer (e) 2,575	.03	.05	(R) (AP) (†) (J) (5¢ 12½¢w) (103-82a)	Bemidji Pioneer Pub. Co. W. F. Maroum, Pres. H. Z. Mitchell, Pub.	H. Z. Mitchell Robt. Raustadt	Ruth Ellingson	W. F. Marcum (gm-bm) Marie Mossefin (em)	A. B. Fallon (a-n) D. Carson (cl)	W. F. Marcum (ma)
BRAINERD 12,071	Dispatch (e) 5,278	.05	.21	(I) (UP) (†) (J) (5¢, 20¢w) (82a)	Dispatch Newspaper Co. W. J. McGiffin, Pres. H. F. McCollough, Pub.	George D. Wing	Betty Spencer	H. J. Towers (em)	Hal Schroeder (a-n) Betty Wing (cl)	Roy Speed (ma)
CROOKSTON 7,200	Times (e) 3,825	.03	.075	(I) (AP) (†) (J) (5¢, 20¢w) (103)	Times Ptg. Co. D. A. McKenzie, Pres.	D. A. McKenzie	D. A. McKenzie	D. A. McKenzie O. W. Paquette (bm) Mrs. Myrtle Taylor (em)	Dan Myerchin	Dan Myerchin R. W. Kinsbella (ma)
DULUTH 101,065	News-Tribune (m) 38,980 Herald (e) 31,145 Combined daily (me) 70,125 News-Tribune (S) 51,675	... ... .21 .17	... ...	(I) (AP) (*S) (ROP-1) (†) (mer) (5¢d, 10¢S; 20w-e; 25¢w-m & S) (92)	Northwest Publications, Inc. Joseph E. Ridder, Pres. Victor F. Ridder, Pub.	James A. Stuart V. E. Fairbanks	R. L. Sicard (ce-e) J. A. Magill (ce-m) Reidar Lund (sp) Nathan Cohen (Su)	J. R. Van Horn C. E. Warren (em)	C. G. O'Neill Vern DeBolt (n) Paul Robinson (cl)	Robt. Ridder C. N. Mack (ma)
FAIRMONT 7,250	Sentinel (e) 6,558	.04	.12	(I) (AP) (†) (J) (105)	Sentinel Pub. Co. Arthur M. Nelson, Pres.	C. N. Swanson Arthur M. Nelson (me)	C. N. Swanson Robt. Swanson (sp)	Arthur M. Nelson (gm-bm) B. F. Fairley (em)	Uno A. Nelson (a-n) B. F. Fairley (cl)	H. O. Park (ma)
FARIBAULT 14,527	News (e) 5,673	.045	...	(I) (AP) (ROP) (†) (5¢) (82a)	Daily News, Inc. Mrs. Howard Bratton, Pub.	C. J. Hunt (me)	L. E. Swanberg Orris Gran (sp)	C. J. Hunt H. T. Siemers (em)	Jos. Friedheim Melvin Cheney (cl)	Wm. Pickett (ma)
FERGUS FALLS 10,850	Journal (e) 10,828x	.05	...	(R) (AP) (ROP-1) (†) (5¢, 25¢w) (103)	Fergus Journal Co. E. E. Adams, Pres. W. L. Robertson, Pub.	W. L. Robertson	C. A. Snowberg Frank Farrington (sp)	R. J. Underwood (bm). F. H. Greenagel (em)	Elmer O. Boen	
HIBBING 16,385	Tribune (e) 6,129	.045	.07	(R) (AP) (†) (J) (5¢, 20¢w) (19, 82a)	Hibbing Tribune, Inc. R. W. Hitchcock Pres.-Pub.	Geo. M. Fisher	Geo. M. Fisher Bert E. Ackerson (sp)	Jas. G. Early (gm-bm). Frank C. Tibbetts (em)	Carl Lovdal Irene R. Bedard (n) Norma Bugliosi (cl)	Carl Lovdal F. W. Taylor (ma)
INTERNATIONAL FALLS 5,500	Journal (e) 2,965	.03	.12	(I) (AP) (†) (J) (5¢) (82a)	Border Pub. Co. R. H. M. Robinson, Pres. D. E. Chase, Pub.	Paul A. Anderson	Stan Cann (ce-sp)	D. E. Chase (gm-bm). Vera Holenko (em)	H. H. LaBelle	H. H. Berg (ma)
LITTLE FALLS 6,047	Transcript (e) 3,149	.035	.06	(R) (AP) (†) (J) (3¢) (82a)	Transcript Pub. Co. Ed. M. LaFond, Pub.-Pres.	Ed. M. LaFond	B. Peterson (ce-sp)	Geo. L. Johnson	Rich. Primsberger (a-n) L. C. Savage (cl)	Rich. Primsberger T. Plettl (ma)
MANKATO 18,500	Free Press (e) 12,921	.08	.17	(I) (AP) (†) (mer) (J) (5¢, 20¢w) (105)	Free Press Co. J. A. Callahan, Pres.-Pub.	C. H. Russell	Franklin Rogers W. H. Anderson (sp)	J. A. Callahan (gm-bm) K. R. Moede (em)	R. D. Sanche	
MINNEAPOLIS 538,437 514,302 (ABC City)	Star-Journal (e) 241,624 Tribune (m) 75,512 Combined daily (me) 317,136 Sunday edition (S) 361,546 Times (e) 61,907	... ... .60 .60 .25	... ... .60 .60 *.25	(I) (AP, UP, INS, CDN) (*S) (ROP-1) (†) (City 3¢d; 10¢S; 25¢w, 7 isues, 40¢w, 13 issues; Ctry; 5¢d, 10¢S; 30¢w, 7 issues, 50¢w, 13 issues) (85) (I-R) (AP) (ROP-3) (†) (3¢, 15¢w) (85)	Minneapolis Star-Journal & Tribune Co. John Cowles, Pres. John Thompson, Pub. Minneapolis Star-Journal & Tribune Co. John Cowles, Pres. G. B. Biekelhaupt, Pub.	B. L. Walters (exec-ed) David Silverman (me) Geo. H. Adams (exec-ed)	George Guise (ce-m) H. A. Paul (ce-e) Chas. Johnson (sp-e) Bernard Swanson (sp-m) V. H. Wagner (Su) Richard Cullum (sp)	L. K. Anderson (compt) Joyce A. Swan (bm) W. D. Parsons (em) C. A. Peterson (bm) L. R. Mohs (em)	S. G. Howard Harold E. Perkins (n) Fred Clifford (cl) John E. Jerome Don Johnston (cl)	R. B. Kruskopf (pm) W. C. Brown (ma) H. L. Foster (ma)
MOORHEAD 9,481	News (e) 5,800	.04	.12	(I) (UP) (†) (J) (5¢, 15¢w) (none)	Moorhead News Co. Wayne Peterson, Pres.					
NEW ULM 8,800	Journal (e) 4,199	.04	.12	(I) (AP) (†) (J) (5¢, 15¢w) (82a)	Brown Co. Journal, Inc. W. K. Mickelson, Pres.-Pub.	Virginia Taylor W. K. Mickelson	Hugh Walter Ralph Werner (sp)	W. K. Mickelson (gm-bm) Herman Wegner (em)	Arthur Fischer	W. K. Mickelson A. L. Fischer (apm) M. C. Chritton (ma)

* Transient rate.

A YEAR-END REVIEW OF DETROIT'S ACCOMPLISHMENTS IN 1942 . . . .

Reprinted from the Dec. 28th issue of "The Detroiter"—Weekly Publication of the Detroit Board of Commerce

● At year's end, unemployment rolls are approaching the vanishing point despite an influx of workers unprecedented in Detroit's history. In October and November of this year, women represented 75% of net increase in factory employment. Factory employment of Negroes nearly doubled in past five months.

● In 1942, Detroit showed the world that machines of war can be made on mass production basis. Automotive industry increased deliveries of war materials from $173,000,000 in January to about $600,000,000 in December — jump of 250%. Between those two months, this industry scrapped peacetime machines or converted them to war use, built new factories, equipped them with huge time-saving devices, and developed unheard of manufacturing methods which save not only time but money, man-power and materials vitally needed for war effort.

● During 1942, government spent approximately $50 billion for war materials. This exceeds any peacetime output, if allowance is made for duplication in value of manufactured products as reported by United States Census of Manufactures. Enormous total spent in Detroit Area is military secret.

● War contracts let to date amount to about three times the above expenditure figure. Appropriations for the war program reached $215 billion as early as July 31, 1942. In war contracts received, Detroit's industrial area is second only to New York District, whose population is nearly five times that of Detroit. If Newark-Jersey City is considered an industrial area a part from the New York area, then Detroit leads all industrial areas in the United States in amount of war contracts received.

● Exclusive of duplications, largest peacetime output of this area's factories was about $2.1 billion. This year, Detroit's automotive factories will deliver about $2.5 billion in war materials alone with total war and civilian output in this area expected to approximate four billion dollars, or about double that of any prior year.

● To produce this huge volume of goods, 150,000 workmen were added to Detroit's factory payrolls during 1942 while the average work-week exceeded by about 26% that of 1937, Detroit's best peacetime year. Under the combined impetus of a longer work-week and higher hourly rates, the average Detroit worker's weekly pay envelope now contains about $13 more than in 1941, $20 more than in 1940 and $23 more than in 1937.

—John R. Stewart

336,000 Population Increase in the Past Two Years

Beginning the year 1943 — The DETROIT TIMES has the LARGEST Daily Circulation in its history.

Beginning the year 1943—The Detroit Sunday Times has the LARGEST Sunday circulation in the history of Michigan newspapers.

Beginning the year 1943—The DETROIT TIMES has the SECOND LARGEST ABC recognized Home Delivered Circulation of all newspapers in the U. S.

Beginning the year 1943—as in all other years—The DETROIT TIMES is a "MUST" on all advertising schedules in this "BIGGER" Detroit market.

THE DETROIT TIMES

(Detroit's Most Interesting Newspaper)

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

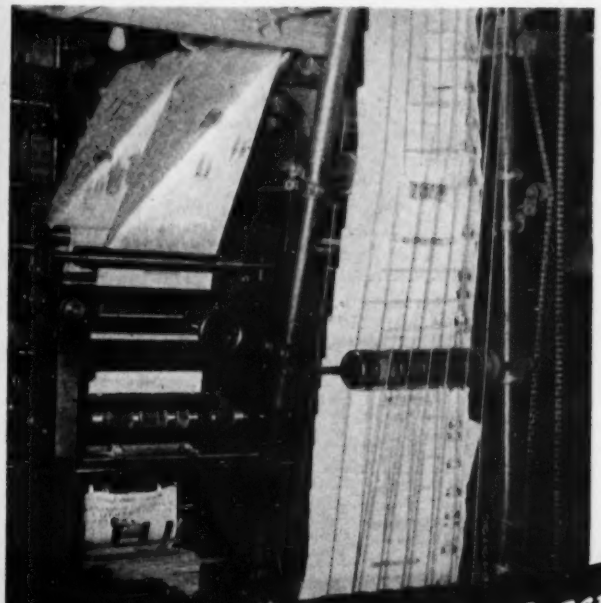
CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
OWATONNA 8,694	People's Press (m-ex M.) 3,951	.035	...	(I) (AP) (J) (†) (82a)	B. E. Darby & Sons, Inc. G. F. Darby, Pub.	L. R. Ringhofer and Earl Lellman	L. R. Ringhofer	Harry B. Darby (gm) Geo. F. Darby (em)	Geo. F. Darby Will H. Darby (cl)	J. C. Sweeney (apm) H. B. Darby (ms)
	Sunday edition (S) 3,951	.035	...							
RED WING 10,000	Republican Eagle (e) 5,458	.045	.18	(UP) (J) (3c, 15¢w) (82a)	Red Wing Pub. Co., Inc. A. M. Marshall, Jr., Pres.-Pub.	A. M. Marshall, Jr. E. W. Olson	Fred Jonson (ce-sp)	L. J. Nash (gm-bm) H. A. Webster (em)	C. M. Hatcher (a-n) J. Laughlin (cl)	S. Knudson (ms)
ROCHESTER 27,097	Post-Bulletin (e) 12,374	.065	...	(I) (AP, UP) (†) (J) (5¢, 20¢w) (103-82a)	Post-Bulletin Co. G. S. Witherstine, Pres.	G. S. Witherstine	Edward Branley S. Hargesheimer (sp)	Clare W. Blakely (bm) Geo. H. Rowe (em)	C. H. McQuillan H. W. Blakely (n) R. L. Benson (cl)	P. J. Theisen (ms)
ST. CLOUD 24,700	Times (e) 10,095x	.06	.10	(I-D) (AP, UP) (ROP-1) (†) (J) (5¢, 20¢w) (103-82a)	Times Pub. Co. Fred Schilplin, Pres.-Pub.	Fred Schilplin Harold Schoelkopf	Rueben Lofstrom (co-sp)	Fred Schilplin (gm-bm) Clarence Belanger (em)	Harold Gustafson Wm. Leopard (cl)	Cecil Boos (ms)
ST. PAUL 331,000	Dispatch (e) 104,931	...	...	(I) (AP, UP) (*S) (ROP-2, m. S; ROP-1, e) (†) (mer) (J) (3¢d, 10¢S; 15¢w-e) (92)	Northwest Publications, Inc. Joseph Ridder, Pres. Bernard H. Ridder, Pub.	Herbert Lewis (acting ms)	Fred Heaberlin (e) W. R. Greer (m) J. E. Hennessy (sp-m) G. Gilmore (sp-e) A. H. Cook (Su)	Harold Shugard (acting gm; bm) Jos. Bradley (em)	John F. Lewis Robert Liggett (n) Tom Houghnon (cl)	W. Oakes Miller Albin Rosene (ms)
	Pioneer Press (m) 83,943	..	...							
	Combined daily (me) 168,924	.40	.40							
	Pioneer Press (S) 115,413	.30	.40							
SOUTH ST. PAUL 13,000	Reporter (e) 4,206	.025	.09	(I) (UP) (ROP-2) (J) (2¢, 10¢w) (77-5)	Daily Reporter Co., Inc. Frank Luhrs, Pres.	W. M. Fisk	Clara Mikkelson Henry Bortz (sp)	E. P. Spink (gm-bm) Dorothy Gerten (em)	F. P. McGrath O. L. Nybakken (n) Dorothy Gerten (cl)	F. P. McGrath (apm) E. P. Spink (ms)
STILLWATER 7,013	Gazette (e) 1,525	.025	...	(R) (UP) (†) (J) (82a)	Easton-Masterman Co.	W. T. Forbes Ned Easton	Stanley Cann	Ned Easton	Phil Easton	Carl Casanov (ms)
VIRGINIA 12,264	Enterprise (e) 5,353	.04	...	(R) (UP) (†) (J) (3¢) (103-82a)	Enterprise Ptg. & Pub. Co. Burt D. Pearson, Pub.	Burt D. Pearson	Francis L. Hancock Eric E. Bergman (sp)	Burt D. Pearson Jay O. Bergeson (bm)	R. J. McNiff Jay O. Bergeson (cl)	J. O. Bergeson (pm) Wm. Lostrom (ms)
WILLMAR 7,623	Tribune (e) 5,309	.04	...	(I) (AP) (†) (J) (82a)	Victor E. Lawson, Pub.	Victor E. Lawson O. B. Augustson	H. A. Hengtler	Victor E. Lawson Emil Aspaas (em)	Reuben Bengtson	G. H. Hillerman (ms)
WINONA 21,000	Republican-Herald (e) 15,869	.07	.07	(I) (AP, UP) (†) (J) (4¢, 20¢w) (83-82a)	Republican - Herald Pub. Co.	H. R. Wiecking E. T. Edwards	W. W. Morgan E. L. Bolton (sp)	M. H. White (gm-bm) H. G. Hymes (em)	L. S. Belville C. E. Linden (cl)	J. F. Bilder (ms)
WORTHINGTON 5,918	Daily Globe (e) 5,099	.04	.18	(I) (AP) (†) (J) (5¢, 15¢w) (82a)	V. M. Vance, Pub.	W. E. Elston	H. L. Refsell S. L. Johnson (sp)	V. M. Vance (gm-bm) Tom Burns (em)	V. M. Vance (n) Robt. Vance (cl)	O. Pfeil Don Osbon (ms)

MISSISSIPPI

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BILOXI, 20,000 & GULFPORT, 18,000	Herald (e) 13,072	.055	.075	(D) (AP) (ROP-1) (†) 5¢, 15¢w) (none)	W. G. Wilkes, Pres. W. G. & E. P. Wilkes, Pubs.	G. P. Money E. P. Wilkes	*Cosman Eisendrath **Clinton Blackwell Clinton Blackwell (sp)	W. G. Wilkes (gm-bm) C. H. Rose (em)	C. B. Rogers (Gpt.) G. B. Cousins (Bil.) Harry Stone (n) W. G. Wilkes (cl)	W. G. Wilkes G. P. Wilkes (ms)
					(Note: * City editor for Biloxi; ** City editor for Gulfport.)					
CLARKSDALE 12,168	Register (e) 5,060	.035	...	(I-D) (AP) (†) (J) (74)	Register Pub. Co., Inc. Mrs. Lillian P. Clark, Pres.	Dortch Campbell	.....	Blanch Walton (em)	Marie Connolly (n) Louise Serio (cl)	P. Birdsong (ms)
	Press (e) 1,396	.03	...	(I-D) (UP) (†) (J) (none)	Delta Press, Inc. J. B. Snider, Pres.-Pub.	Chas. M. Hills	Mrs. Lois Schultz C. L. Hills (sp)	J. B. Snider Mrs. P. Westpheling (em)	P. Westpheling Annette Snider (cl)	O. Horton (ms)
COLUMBUS 13,645	Commercial Dispatch (e ex Sat.) 5,260	.04	...	(D) (AP) (†)(J) (5¢) (none)	Birney Imes	Birney Imes	Roger Bryant	T. C. Billups (em)	H. I. Tate Helen Gault (cl)	R. C. Butz (ms)
	Sunday edition (S) 5,260	.04	...							
CORINTH 7,818	Corinthian (e) 2,809	.03	...	(D) (AP) (5¢) (111)	Klyce & Bishop	J. C. Bishop	C. B. McAbee	J. C. Bishop E. O. Klyce (em)	J. C. Bishop	E. J. Higgins (ms)
GREENVILLE 23,500	Delta Democrat-Times (e ex Sat.) 5,850	.04	.10	(D) (AP) (†) (J) (5¢, 15¢w) (74)	Delta Democrat Pub. Co. Frank A. England, Pres. Hodding Carter, Pub.	Howard A. Hyde	Chas. Kerg (sp)	John Carter John T. Gibson (em)	Glenn D. Guilkey	Ted Lovell (ms)
	Sunday edition (S) 5,850	.04	.10							
GREENWOOD 16,500	Commonwealth (e) 3,975	.035	...	(D) (AP) (†) (J) (5¢, 15¢w) (74)	Sumter Gillespie, Pres.-Pub.	Littleton Upshur Sumter Gillespie	Tom Shepherd Littleton Upshur (sp)	Sumter Gillespie (gm-bm) Mrs. R. Wilkes (em)	Viola Stainton Sumter Gillespie (n) Mrs. R. Wilkes (cl)	Viola Stainton J. Beall (ms)
GRENADA 5,831	Star (e)	.025	...	(D) (UP) (†)(J) (5¢) (74)	Grenada Sentinel, Inc. R. A. Lawrence, Pres. Frank Jones, Pub.	W. W. Whitaker	Elisabeth Eddleman H. Greenfield (sp)	W. W. Whitaker Frank Jones (bm) H. Greenfield (em)	H. Greenfield	D. H. Horn (ms)
HATTIESBURG 21,026	American (e) 11,137	.06	...	(D) (AP) (†) (5¢) (65)	Hattiesburg American, Inc. F. S. Harmon, Pres.	C. G. Andrews Harmon	Wm. E. Barksdale Leonard Lowrey (sp)	Thos. St. John (bm) Clyde H. Praytor (em)	Thos. St. John Clyde H. Praytor (cl)	T. L. Praytor (ms)
JACKSON 80,000	News (e) 26,920x	...	...	(D) (AP, UP) (†) (5¢c, 20¢w-e) (58)	Mississippi Publishers Corp. H. V. Watkins, Pres.	Frederick Sullens (e) Jack Hancock (me-e) T. M. Hederman (m) Purser Hewitt (me-m)	Wilbur Kinley (sp-e)	R. M. Hederman, Jr. (gm-m) W. G. Johnson (gm-e) S. K. Williams (cm-e) C. J. Copeland (em-m)	H. J. Elder (ad mgr-e) H. Roscoe (n-e) T. M. Hederman, Jr. (n-m) Mack Smythe (cl-e)	Walter Anderson (ms)
	Sunday edition (S) 29,805x	...	...							
	Clarion-Ledger (m) 33,208x	...	...							
	Sunday edition (S) 36,065x	..	...							
	Combined daily (me) 60,128x	.22	.36							
	Combined Sunday (S) 65,470x	.22	.36							
LAUREL 20,508	Leader-Call (e) 8,571x	.045	...	(D) (AP) (5¢) (74)	Laurel Daily Leader, Inc. Jas. H. Skewes, Pres. Thos. M. Gibbons, Pub	Harriet S. Gibbons E. E. Hoffman	John S. Beers	Thos.M. Gibbons (bm) L. C. Holt (em)	W. C. DeHority C. S. Herring (n)	G. E. Cathcart (ms)
McCOMB 9,898	Journal (e ex Sat.)	.035	...	(D) (UP) (†) (J) (5¢) (56)	McComb Daily Journal H. Rey Bonney, Pub.	H. Rey Bonney	.....	H. Rey Bonney Mrs. H. R. Bonney (em)	H. Rey Bonney	H. Rey Bonney (ms)
MERIDIAN 35,481	Star (e) 17,043	.085	.18	(I) (AP, UP) (ROP) (17-26)	Meridian Star, Inc. Jas. H. Skewes, Pres.-Pub.	Jas. H. Skewes W. L. Ellison	Carl Walters (sp)	Grace B. Skewes Ethel Anderson (bm) James Rasco (em)	E. A. Schafer Ethel Anderson (n) Mrs. M. Williamson (cl)	C. Rawlings (ms)
	Sunday edition (S) 17,700	.085	.18							
NATCHEZ 15,296	Democrat (m) 3,603	.03	.12	(D) (AP) (†) (5¢, 15¢w) (56)	Democrat P. & P. Co., Inc. J. W. Lambert, Pres.	R. E. Smith (me)	J. W. Lambert Paul D'Antoni (sp)	C. C. Goets John Q. Lambert (bm) R. Burke (em)	F. C. Schloet D. Dykes (n) L. Lambert (cl)	John Q. Lambert J. B. Lambert (ms)
	Sunday edition (S) 3,862	.035	.12							
TUPELO 9,100 10,697 (ABC City)	News (e)	.05	...	(I) (J) (5¢) (34)	Daily News Co.	J. Fred Price Sid R. Harris	.....	J. Fred Price (bm) L. H. Price (em)	.....	.....
	Journal (m) 8,867	.05	.05	(I) (UP) (†) (5¢, 15¢w) (111)	Journal Pub. Co. George A. McLean, Pres.-Pub.	George A. McLean	Margaret Shannon	W. G. Stroud (bm) S. L. Buchanan (em)	W. G. Stroud	J. Boyd (ms)
VICKSBURG 24,460	Herald (m ex Mon.) 3,142	...	...	(D) (AP) (ROP-3) (†) (5¢) (74)	Vicksburg P. & P. Co. L. P. Cashman, Pres.	L. P. Cashman	Jack Fairley (m)	P. L. Barclift (bm) J. C. Campbell (em)	C. H. Pullen L. P. Cashman, Jr. (n) D. L. Pledger (cl)	Frank Richardson (ms)
	Post-Herald (S) 6,030	...	...							
	Evening & Sunday (eS) 12,205	.06	...							
	Post (e) 6,235	...	...		J. G. Cashman & Sons. L. P. Cashman, Pub.	L. P. Cashman	E. A. Fitzgerald (e)	L. P. Cashman (bm) J. C. Campbell (em)	P. L. Barclift L. P. Cashman, Jr. (n) D. J. Pledger (cl)	Frank Richardson (ms)
	Combined daily (me) 9,377	.06	...							
WEST POINT 12,000	Times-Leader (e) 5,127	.035	...	(I) (AP) (†) (5¢, 15¢w) (111)	Edgar G. Harris, Pub.	Edgar Harris Henry Harris (me)	Mildred Rice Henry Harris (sp)	B. L. Harris (gm-bm) C. T. Baker (em)	B. L. Harris C. T. Baker (cl)	C. L. Jobe (ms)

MANHATTAN RUBBER INKING ROLLERS



Help Save Paper, Speed News

Even distribution of ink provides good, clear printing, clean halftone reproduction . . . saves paper, speeds news.

Regular and "special" editions come through well-printed and on schedule. From service records, MANHATTAN Rotogravure Rollers are outstanding.

MANHATTAN Rubber Inking Rollers wear longer, reduce shut-downs for refinishing and replacements.

50 years' research in laboratory and factory, and extended press room experience are behind the MANHATTAN Rubber Inking Rollers that help modern high-speed presses roll out news of those at home and abroad.

TEN ADVANTAGES

1. Longer life—requiring little re-grinding or recovering.
2. Better performance—accurately ground and finished smooth.
3. No shrinkage or blistering—eliminates "spotty" printing.
4. High ink pick-up qualities.
5. Even ink distribution.
6. Maintain their shape under all climatic conditions.
7. Absorb less ink—minimum swelling and no deterioration due to oil penetration.
8. Retain smooth, even finish.
9. Easily and quickly reground when necessary.
10. Maintain speed and production of press.

THROW YOUR SCRAP INTO THE SCRAP!

KEEP AHEAD WITH MANHATTAN

THE MANHATTAN RUBBER MANUFACTURING DIVISION
of RAYBESTOS-MANHATTAN, INC.
EXECUTIVE OFFICES and FACTORIES • • • PASSAIC, NEW JERSEY

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

MISSOURI

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
AURORA 4,056	Advertiser (e) 800	.021	...	(I) (J) (5¢) (none)	W. B. Lowry					
BOONVILLE 6,102	News (e) 2,607	.04	.18	(I-R) (AP)(†) (3¢, 15¢w)	H. R. Winsor, Pub.	Chas. E. Jones	F. E. Casanova	Oliver T. Maxwell (bm)	Oliver T. Maxwell	H. Atwood (ms)
BROOKFIELD 6,174	Argus (e ex Sat.) 2,972	.03	...	(D) (UP) (none)	H. B. Green	H. B. Green		H. B. Green	G. B. Ridgway	
BUTLER 2,956	Democrat (e)	.011	...	(D) (J) (none)	Henry H. Henry	Henry H. Henry				
CAMERON 3,607	News-Observer (e) 1,000	.018	...	(D) (ROP-1) (†) (J) (3¢, 10¢w) (none)	B. B. Witt, Pub.	B. B. Witt	Laura W. Whitaker	B. B. Witt	B. B. Witt	B. B. Witt (ms)
CAPE GIRARDEAU 19,415	Southeast Mirrourian (e) 10,134	.06	.06	(I) (AP) (ROP-1) (†) (5¢, 15¢w) (105)	Naeter Bros. Pub. Co. Fred W. Naeter, Pres. Fred & George Naeter, Pubs.	Fred & George Naeter Joel Mosley		Alvin Macke (bm) H. A. Naeter (cm)	Elden Tuttle	H. Hohler (ms)
CARROLLTON 4,070	Democrat (e) 1,745	.018	.12	(D) (AP) (†) (J) (5¢, 30¢w) (75a)	Democrat Ptg. Co. W. R. Painter, Pres.-Pub.	W. R. Painter	Earl F. Cheesman Frank Spencer (sp)	W. R. Painter W. S. Holliday (bm)	W. S. Holliday	W. S. Holliday (ms)
CARTHAGE 11,500	Press (e) 3,649	.035	.12	(I-R) (AP) (J) (5¢, 15¢w) (none)	Carthage Press Pub. Co. W. J. Sewall, Pres.-Pub.	W. J. Sewall	E. L. Dale (ce-sp)	W. J. Sewall H. L. Howe (bm) E. R. Johnson (cm)	H. L. Howe E. R. Johnson (n) W. Rice (el)	Lawrence Ray (ms)
CHILLICOTHE 8,012	Constitution-Tribune (e) 4,773	.04	.06	(I) (UP) (†) (5¢, 15¢w) (none)	Chillicothe Pub. Co. C. E. Watkins, Pres.-Pub.	C. A. Spooner	Wm. Plummer (ce-sp)	C. E. Watkins F. P. Bohn (bm) V. L. Page (cm)	F. P. Bohn V. L. Page (n-el)	F. P. Bohn D. O. Smith (ms)
CLINTON 6,041	Democrat (e) 800	.011	...	(D) (J) (4)	C. H. Whitaker & Sons.	C. H. Whitaker				
COLUMBIA 19,000	Missourian (e) 3,139	.03	.03	(I) (UP) (†) (5¢, 20¢w) (56)	Missourian Pub. Assn. E. A. Soderstrom, Pub.	E. A. Soderstrom	E. A. Soderstrom	E. A. Soderstrom	E. A. Soderstrom M. Baumgartner (el)	
	Tribune (e) 8,873	.04	.12	(D) (AP) (†) (5¢) (15)	Tribune Pub. Co. H. J. Waters, Jr., Pres.-Pub.	H. J. Waters, Jr. J. P. Hamel	J. P. Hamel (sp)	M. D. Jett (bm) L. Francis Pike (cm)	J. A. Proctor, Jr.	R. L. Vickery (ms)
EXCELSIOR SPRINGS 5,160	Standard (e ex S., M.) 3,544	.035	.15	(I) (UP) (†) (J) (5¢, 15¢w) (none)	Standard Pub. Co. Wm. J. McGiffin, Pres. Paul F. Jaeger, Pub.	Paul F. Jaeger		R. Swafford (cm)	W. F. Swafford Helen Korp (el)	
	Sunday edition (S) 3,544	.035	.15							
FULTON 8,400	Sun-Gazette (e) 2,975	.03	.03	(D) (AP) (†) (J) (3¢, 15¢w) (75a)	Sun Ptg. Co.	Geo. P. and V. A. Johnston George P. Johnston (mo)	P. J. Firmann V. A. Johnston, Jr. (sp)	G. P. Johnson (gm-bm) Rosemae Langtry (cm)	V. A. Johnston	
HANNIBAL 21,650	Courier-Post (e) 8,560	.06	.10	(I) (AP) (†) (5¢, 20¢w) (82)	Courier-Post Pub. Co. E. P. Adler, Pres. E. L. Sparks, Pub.	Wm. A. Cable (ms)	J. G. Jeffries Ed. O'Neill (sp)	E. L. Sparks (gm-bm) Delorise Vark (cm)	C. R. Munson E. L. Sparks (n) Wilma Glasscock (el)	E. L. Sparks (pm-ms)
INDEPENDENCE 17,000	Examiner (e) 3,988	.035	.10	(I-D) (UP) (ROP-1) (†) (3¢ 15¢w) (none)	Examiner Ptg. Co. Wm. Southern, Jr., Pres.	Wm. Southern, Jr.	J. A. Southern Chas. Lanphear (sp)	F. W. Rucker G. R. Boyd (cm)	Raymond E. Blake F. W. Rucker (n) Beulah Boone (el)	F. W. Rucker Vernon Beal (ms)
	News (e)	.016	...	(I-R) (J) (none)	C. A. Carroll			G. W. Branden (cm)		R. A. Purdy (ms)
JEFFERSON CITY 24,266	Capital News (m ex M.) 6,321	...	...	(D)						
	Post-Tribune (e ex Sat.) 6,508	...	...	(R) (AP, UP) (†) (5¢, 15¢w) (none)	Tribune Ptg. Co. R. C. Geohern, Pres.-Pub.	J. Kelly Pool (m) L. R. Lutkewitte (e) L. R. Lutkewitte (ms-e)	L. R. Lutkewitte (e-Su) Margaret Pinet (m)	R. C. Geohern R. L. Rose (bm) W. D. Tetrick (cm)	E. H. Richter (loc) R. L. Rose (n) Meta Johannaber (el)	R. L. Rose A. G. Baker (ms)
	Combined daily (me) 12,829	.06	...							
	Capital News Post-Tribune (S) 11,650	.08	.08							
JOPLIN 37,144 45,750 (ABC City)	Globe (m ex M.) 27,528	...	...	(I) (AP) (ROP-I) (†) (mer) (5¢m, 8¢e; w-m, 15¢w-e) (56)	Joplin Globe Pub. Co. Harrison C. Rogers, Pres.	Philip Coldren Ray S. Cochran	Steve Smith Porter Wittich (sp) Ray S. Cochran (Su)	Cowgill Blair A. E. McMechan (bm) Harold J. Leggett (cm)	C. A. Blair, Jr. (ad-sup) J. J. McClellan (n) E. D. Orton (el)	Joe Schulte (ms)
	News-Herald (e) 16,123	...	...							
	Combined daily (me) 43,643	.15	...							
	Sunday Globe (S) 35,271	...	...							
	Sunday & Evening (Se) 51,394	.15	...							
KANSAS CITY 408,890	Star (e) 312,969	...	...	(I) (AP, INS, NANA, CDN, CTPS) (†) (3¢, 10¢S; 20¢w) (29-107)	Kansas City Star Co. Earl McCollum, Pres.	Henry J. Haskell Roy A. Roberts	Wallace Casey (ce-m) J. D. Turnbaugh (ce-e) Clyde E. McBride (sp) Edw. B. Garnett (Su)	Earl McCollum Geo. W. Mansfield (cm)	John T. Barrons E. E. Robertson (n) R. G. Shryock (el)	R. A. Barrows (pm)
	Times (morning edition of Star) (m) 308,561	...	...							
	Combined daily (me) 621,530	.60	.45							
	Star (S) 319,969	.45	.45							
				(Note: Color: 1 color & black—full page units only.)						
KIRKSVILLE 10,080	Express & News (e ex Sat.) 4,938	.035	.12	(I) (UP) (†) (5¢, 20¢w) (none)	E. E. Swain, Pub.	E. E. Swain	Dow Jones Howard Coons (sp)	E. E. Swain P. Nicolson (bm)	E. E. Swain, Jr. N. Rothschild (el)	L. F. Shubert (ms)
	Sunday edition (S) 4,938	.035	.12							
LAMAR 2,993	Democrat (e) 1,395	.021	...	(I) (none)	Arthur Aull	Arthur Aull				
	Republican (e)	...	...	(I) (5¢) (none)	G. T. Heath, Pub.			R. H. Heath (bm)	G. T. Heath (n)	
LEBANON 5,060	News (e) 961	.025	...	(I) (AP) (†) (J) (2¢, 10¢w) (15-75a)	Lebanon Pub. Co., Inc. Mrs. Fred W. May, Pres.-Pub.	Mrs. Fred W. May E. S. Mitchell, Jr.	Mary Jane Roberts	E. S. Mitchell, Jr. Chas. Wellman (cm)	Mary E. Shubert E. S. Mitchell, Jr. (n) Alice Koby (el)	R. Wellman (ms)
LEXINGTON 5,431	Advertiser-News (e) 3,761	.03	.12	(I) (UP) (†) (J) (2¢) (105)	News Pub. Co. H. E. Booth, Pres.-Pub.	S. R. Kent		H. E. Booth Rex Williams (cm)	Roy Hanson M. E. Conners (el)	
MACON 4,265	Chronicle-Herald (e) 4,504	.035	.12	(I) (AP) (†) (J) (5¢, 12¢w) (none)	Chronicle-Herald Pub. Co. Frank P. Briggs, Pres.-Pub.	Frank P. Briggs	Josephine Baker	F. M. Sagaser (gm-bm) Lee McDowell (cm)	F. M. Sagaser (n) Ruth Briggs (el)	W. L. King (ms)
MARSHALL 8,533	Democrat-News (e) 2,812	.03	.10	(D) (AP) (†) (J) (5¢, 15¢w) (none)	R. N. Hains, Pub.	R. N. Hains	John R. Hall (ce-sp)	R. N. Hains (gm-bm) Mrs. O. B. Downs (cm)	J. R. Napton R. N. Hains (n) V. C. Turner (el)	Jack Cross (ms)
MARYVILLE 6,000	Forum (e) 4,676	...	...	(I) (AP) (†) (J) (3¢, 15¢w) (none)	Forum Pub. Co. O. S. Stauffer, Pres. M. W. Stauffer, Pub.	M. W. Stauffer Chester Krause	W. C. Garrett	Ben F. Weir Helen Todd (cm)	Ben F. Weir Harold Mills (el)	E. Barrett (ms)
MEXICO 12,000	Ledger (e) 2,588	.03	.12	(I-D) (AP, UP) (†) (J) (5¢, 15¢w) (103)		L. M. White	M. C. Cauthorn	Darrance Stewart (cm)	William Haas	
MOBERLY 12,930	Monitor-Index (e) 6,475	.04	...	(D) (AP) (ROP-1) (†) (J) (5¢, 20¢w) (none)	Index Ptg. Co. James Todd, Pres.-Pub.	James Todd and W. T. VanCleve (ed)	C. T. Bradley Goetae Jeter (sp)	James Todd J. K. VanCleve (bm) G. P. Delaney (cm)	C. M. Keller Isabel Gollehon (n)	C. M. Keller G. Leach (ms)
MONETT 5,012	Times (e) 2,387	.025	.025	(I) (AP) (†) (J) (3¢, 15¢w) (none)	Monett Times Co. Menno Hainline, Pres. K. G. Meuser & M. Hainline, Co-Pubs.	Menno Hainline and K. G. Meuser (ed)				
NEOSHO 7,500	Democrat (e) 1,029	.021	.06	(I) (UP) (J) (5¢) (24)	Neosho Daily Democrat Anderson & Son	Jas. G. Anderson Will G. Anderson	Jas. G. Anderson (ce)	Will G. Anderson Jas. G. Anderson (cm)	Jas. G. Anderson Will G. Anderson (n-el)	Jas. G. Anderson C. L. Saylor (ms)
NEVADA 8,151	Mail & Post (e) 2,450	.025	...	(D) (AP) (J) (5¢) (none)	Southwest Mail Ptg. Co. W. L. Earp, Pres. Bean and Earp, Pubs.	J. H. Bean	J. H. Bean Larry Ferguson (sp)	J. H. Bean W. L. Earp (bm) C. C. Earp (cm)	H. D. Hart P. M. Bean (n)	P. M. Bean C. E. Kunkel (ms)
POPLAR BLUFF 11,163	American Republic (e) 8,100	.045	.12	(I) (AP) (†) (J) (3¢, 15¢w) (none)	Poplar Bluff Ptg. Co. J. H. Wolpers, Mgr.	John H. Wolpers	James Hendrickson J. L. Swindle (sp)	R. M. Wolpers (bm) Rose M. Saracini (cm)	F. P. Jacobs Mrs. R. M. Wolpers (n) B. Wheetley (el)	M. Stafford (ms)

24 sheet posters and radio publicity remind St. Louisans that they're overlooking something if they're not reading the Star-Times every day.

What do St. Louisans think of the Star-Times? That's a question that can best be answered by the Star-Times record of steady growth. November was the 49th consecutive month in which the Star-Times circulation showed an increase over the same month of the previous year. Each month, for over 4 years more St. Louisans have given eloquent proof of reader acceptance and as St. Louis grows, the Star-Times is growing with it. So remember, if you want to do a complete selling job in the St. Louis market, you're overlooking something if you don't make consistent use of the newspaper the whole family enjoys . . . the St. Louis Star-Times.

174,038* DAILY AVERAGE NET PAID CIRCULATION

*For the 3 Month Period Ending Nov. 30th—Star-Times Records

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
RICH HILL	Review									
1,994	(e) 541	.018	...	(D) (J) (none)	R. M. Pemberton	R. M. Pemberton		R. M. Pemberton Mrs. R. M. Pemberton (em)	R. M. Pemberton	E. Kenney (me)
ROLLA	New Era									
1,000	(e ex Sat.) 3,300	.035	...	(I) (UP) (†) (5¢, 15¢w) (65)	New Era Pub. Co. Edw. W. Sowers, Pres.-Pub.	Edw. W. Sowers	Mrs. E. Dietz Kermit Sherman (sp)	Edw. W. Sowers (gm-bm) Kermit Sherman (em)	Edw. W. Sowers	S. Taylor (ma)
ST. CHARLES	Banner-News									
10,803	(e) 2,017	.02	...	(D) (AP) (J) (2¢) (124)	Banner-News Co. H. C. Belding, Pres. R. M. Thomson, Pub.	R. M. Thomson	H. C. Crabille (ce-sp)	H. C. Belding R. F. Thomson (em)	R. F. Thomson (n-cl) H. C. Belding (n)	C. Goellner (ma)
	Cosmos-Monitor									
	(e) 1,825	.02	...	(R) (†) (J) (62)	St. Charles Pub. Co. M. L. Comann, Pres.	M. L. Comann and B. L. Renno (eds) M. L. Comann (me)	Darby Tally	M. L. Comann B. M. Renno (bm)		A. C. Weeks (ma)
ST. JOSEPH	Gazette									
78,500	(m) 25,848	...	...							
84,407 (ABC City)	News-Press									
	(e) 46,765	...	...	(I-R) (AP, UP) (†) (3¢, 5¢S; 18¢w-m, 23¢w-e) (60)	News Corp. C. M. Palmer, Pres. Henry D. Bradley, Pub.	A. V. Burrowes Dean Wilde (me-m) A. V. Burrowes (me-e)	B. G. Thrailkill (ce-m) M. Chilcote (ce-e) Arthur Hughes (sp-m) Gene Sullivan (sp-e) M. Chilcote (Su)	Henry D. Bradley (gm-bm) Harold Hult (em)	Knowlton Parker Albert E. Beck (n) Tom Owens (el)	Knowlton Parker Roy Matheney (ma)
	Combined daily									
	(me) 66,613	.20	.22							
	News-Press									
	(S) 42,374	.14	.22							
ST. LOUIS	Globe-Democrat									
850,000	(m) 246,461	.405	.225	(I) (AP, NANA, NYT) (*S) (ROP-1) (†) (3¢, 10¢S) (85-110)	Globe Democrat Pub. Co. E. Lansing Ray, Pres.-Pub.	E. Lansing Ray Lon M. Burrowes	LeRoy C. Oetter Martin J. Haley (sp) Walter H. Ames (Su)	E. Lansing Ray (gm) W. C. Houser (Treas. and bm) E. Lansing Ray, Jr. (Sec'y) Jas. F. Jae (em)	D. B. Houser W. W. Condict (n) Geo. Grinham (loc.) T. Frank James, Jr. (el)	D. V. Martin, Jr. Carl Wieden (mer) Edwin Evers (pred)
1,238,361 (ABC City)	Sunday edition									
	(S) 273,906	.405	.225							
	Post-Dispatch									
	(e) 281,095	...	...	(AP) (CDN) (*S) (ROP-1) (†) (3¢, 10¢S)	Pulitzer Pub. Co. Joseph Pulitzer, Pub.	Ben Reese (me)	R. L. Crowley John E. Wray (sp)	A. G. Lincoln (bm) G. E. Carvell (em)	Stuart M. Chambers Ben L. Brockman (n)	
	Sunday edition									
	(S) 341,782	...	...							
	Star-Times									
	(e) 172,883	.32	.22	(I) (UP, INS) (ROP-1) (†) (3¢) (70)	Star-Times Pub. Co. Elsey Roberts, Pres.-Pub.	Ralph M. Blagden (me)	Aaron Benesch Sid C. Keener (sp)	Arthur E. Kaye (bm) L. J. Hoffmann (em)	Frank J. Prendergast (loc.) James H. Kennedy (n) R. L. Brighton (el)	D. R. Mars (pm) L. J. Chase (ma)
SEDALIA	Capital									
21,000	(m ex M.) 3,863	...	...	(I-R)						
	Democrat									
	(e ex Sat.) 5,533	...	...	(I-D) (AP) (†) (5¢, 15¢ w-m,e) (15)	Sedalia Democrat Co., Inc. Geo. H. Trader, Pres.	Geo. H. Scruton	W. D. Agee (ce-m) Rosemary Burrowes (ce-e) D. Kelly Scruton (sp) Rosemary Burrowes (Su)	Geo. H. Trader Geo. H. Scruton (bm) K. U. Love (em)	K. U. Love Elaine Chapman (el)	Emmet Sullivan (ma)
	Combined daily									
	(me) 9,396	.055	...							
	Sunday combination									
	(S) 9,396	.055	...							
SPRINGFIELD	News									
69,516	(m) 21,747	...	...							
	Leader & Press									
	(e) 31,339	...	...	(I) (AP, UP, INS) (ROP-3) (†) (5¢, 35¢w-meS) (17)	Springfield Newspapers, Inc. H. S. Jewell, Pres.	George Olds (me)	James Billings Perry Smith (sp)	Tams Bixby, Jr T. W. Duvall (bm) E. E. Scott (em)	Dan H. Wheeler J. M. Acuff (n) Robt. Tinkler (el)	D. M. Orr (ma)
	Combined daily									
	(me) 53,086	.16	.16							
	News & Leader									
	(S) 47,598	.16	.16							
TRENTON	Republican Times									
7,046	(e) 2,621	.03	.06	(R) (AP) (†) (5¢, 10¢w) (24)	W. B. Rogers Ptg. Co., Inc. Mrs. Carrie Rogers Clark, Pres.-Pub.	Miss E. Calfee Mrs. C. R. Clark (me)		Ray Van Meter	Ray Van Meter	R. White (ma)
WARRENSBURG	Star-Journal									
5,861	(c) 2,146	.03	.10	(D) (UP) (†) (J) (3¢, 12¢w) (75a)	Star-Journal Pub. Co., Inc. Wallace Crossley, Pres.-Pub.	Leland Markward Wallace Crossley	L. Markward (ce-sp)	R. W. Hunley (gm-bm) D. Hull (em)	R. W. Hunley	Max Robinson (ma)
WEBB CITY	Sentinel									
8,000	(e) 480	.02	.12	(R) (J) (10¢) (none)	Hal M. Wise, Pub.	Hal M. Wise			Gladys Wise (n)	J. W. Potter (ma)
WEST PLAINS	Quill									
4,026	(e) 1,296	.02	...	(I) (J) (2¢) (none)	Williams Sisters	Cleora B. & Ella M. V. Williams Fritse W. Dixon	Cleora B. & Ella M. V. Williams Fritse W. Dixon Loren Roseberry (sp)	Fritse W. Dixon	Fritse W. Dixon	H. F. Fitzgerald (ma

MONTANA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BILLINGS	Gazette									
23,300	(m) 16,337	...	...							
29,068 (ABC City)	Gazette									
	(e) 4,011	...	...							
	Combined daily									
	(me) 20,348	.09	.18	(I) (AP, UP) (ROP-3) (J) (5¢, 25¢w) (82)	Gazette Ptg. Co. Fred Pierce, Pres.	Harold Seipp	George Beebe Frank Hyde (sp)	Fred Pierce (bm) E. C. Aitchison (em)	W. H. Chase	G. Tisard (ma)
	Sunday edition									
	(S) 21,714	.09	.18							
BOZEMAN	Chronicle									
8,865	(m ex M.) 2,941	.04	...	(I-D) (AP) (J) (5¢) (108)	Chronicle Pub. Co. Margaret Bole, Pres.	Judson W. Conger		Frank M. Grant (bm) T. Menard (em)	L. A. Malone	
	Sunday edition									
	(S) 2,941	.04	...							
BUTTE	Montana Standard									
37,081	(m) 16,946	...	...	(I-D) (AP, UP) (ROP-2) (†) (J) (5¢, 25¢w) (82)	Standard Pub. Co. E. G. Leipheimer, Pres.	E. G. Leipheimer	W. L. Nelson Jean Jordan (sp)	J. L. Markham F. A. Laussbach (em)		
67,833 (ABC City)	Sunday edition									
	(S) 25,336	...	...							
	Post									
	(e) 11,470	...	...							
	Combined daily									
	(me) 28,416	.14	...	(I-R) (AP, UP) (ROP-2) (†), (5¢, 20¢w) (82)	Post Pub. Co. J. H. Dickey, Jr., Pres.	G. W. Moon	James Doull Frank Quinn (sp)	C. L. Peterson H. V. Tower (em)		
	Evening & Sunday									
	(eS) 36,806	.17	...							
GREAT FALLS	Tribune									
34,128	(m) 20,686	...	...							
	Leader									
	(e) 5,047	...	...	(D) (AP, UP) (ROP-3) (†) (J) (5¢) (90)	Tribune, Inc. W. S. Bole, Pres. O. S. Warden, Pub.	H. D. Brooks R. D. Warden (me)	A. H. Raymond Wm. Zedick (sp) Luke Wright (Su)	A. Warden (bm) Don Hoffman (em)	Beecher Cushman Norman Monson (n) Ernest Simmons (el)	F. Tebeau (ma)
	Combined daily									
	(me) 25,713	...	...							
	Tribune									
	(S) 25,178	...	...							
HAVRE	News									
7,000	(e ex Sat.) 3,294	.04	.12	(R) (UP) (†) (J) (5¢) (108)	United Publishers, Inc. John Survant, Pres. John F. M. Travis, Pub.	J. R. Larcombe	Herb. Watts (ce-sp)	John F. M. Travis L. Caugren (em)	John F. M. Travis (n) M. Elwood (el)	Wm. Cole (ma)
HELENA	Independent									
15,056	(m) 4,301	...	...	(I) (J) (5¢) (65)	Independent Pub. Co. Law Risken, Pres.	Law Risken L. M. Thayer	Al. Gaskill (sp)	B. R. Jones (em)		O. Zeh (ma)
	Sunday edition									
	(S) 4,301	.07	...							
	Record-Herald									
	(e) 4,695	...	...	(R) (AP) (†) (5¢) (65)	Mont. Record Pub. Co. Taylor B. Weir, Pres.		R. E. Miller Colin Raff (sp)	C. A. McLaughlin (bm) Leo LaReau (em)	P. C. LaReau	
	Combined daily									
	(me) 8,996	.07	...							
KALISPELL	Inter Lake									
8,245	(e) 2,441	.025	.06	(I-R) (AP) (†) (J) (5¢) (none)	Inter Lake Ptg. Co. L. D. Spafford, Pres.	J. R. Spafford (me)	Arthur Sward (sp)	L. D. Spafford A. Sward (bm)		W. E. O'Leary (ma)
LEWISTOWN	Democrat-News									
8,940	(m) 6,687	...	...							
	Telegram									
	(e) 3,784	...	...	(I-D) (AP) (†) (J) (5¢, 25¢w) (54-88)	Democrat-News Co., Inc. Tom Stout, Pres. Harry E. Lay, Pub.	Tom Stout J. W. Hanley	Earl Weiser A. Bodi (sp) J. W. Hanley (Su)	Harry E. Lay (gm-bm) Casper Larson (em)	Earl F. McGinnis A. J. Kamp (el)	E. F. McGinnis (pm) Robt. Mackie (ma)
	Combined daily									
	(me) 10,471	.06	.18							
	Democrat-News									
	(S) 6,687	.06	.18							
LIVINGSTON	Enterprise									
6,585	(e) 1,636	.03	.06	(I) (AP) (†) (J) (5¢, 18¢w) (89)	Livingston Pub. Co. Robert E. Miller, Pres.	Robert E. Miller	F. S. Powell (ce-sp) Robt. E. Miller (Sat.)	Evalyn Mjelde (gm-bm-em)	J. G. Lake	Robert Dick, Jr. (ma)

The *New* St. Louis for Greater Sales

St. Louis' population is 97,000 bigger than it was two years ago.

St. Louis is second among the first ten cities in percentage of population increase. (Detroit is first.)

In dollar value of new production facilities, St. Louis is one of the first five cities.

Check transactions for 1942 exceeded 1941 by $1,422,500,000.00 or 16%. They exceeded the pre-depression year of 1929 by more than 500 million dollars.

Sales opportunities are greater and consumer acceptance easier in the *new* St. Louis.

The Buyer of Advertising Who Makes St. Louis a "Must" Will Exhibit Modern Wisdom

ST. LOUIS POST-DISPATCH

FIRST IN ST. LOUIS

FIRST IN CIRCULATION FIRST IN ADVERTISING

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
MILES CITY	Star									
7,313	(e ex Sat.) 3,567	.036	.042	(R) (AP) (ROP-1) (†) (J) (5¢) (none)	Star Ptg. Co. W. F. Flinn, Pub.	L. F. Grill	L. L. Vannell (sp)	W. F. Flinn	F. C. Heldt	E. L. Roberts (ma)
	Sunday edition (S) 5,317	.036	.042							
MISSOULA	Missoulian									
18,440	(m) 9,062	...	...	(I) (AP) (ROP-3) (†) (J) (5¢, 25¢w-m, 20¢w-e) (82)	Missoulian Pub. Co. Wm. L. Murphy, Pres. J. H. Dickey, Jr., Pub.	F. T. Ferguson Ralph Swarts	Deane S. Jones Ray Racene (sp) Ralph Swarts (Su)	C. A. Colby (bm) Wm. Hawke (em)	R. E. Morrison	John Leach (ma)
	Sentinel (e) 3,963	...	...							
	Combined daily (me) 13,015	.06	.18							
	Missoulian (S) 12,297	.06	.18							

NEBRASKA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BEATRICE	Sun									
10,323	(e ex Sat.) 6,156	.05	...	(I) (AP) (†) (3¢, 15¢w) (47)	E. M. Marvin, Pub.	E. M. Marvin R. S. Marvin	R. W. Weber	H. E. Anderson (bm) H. S. Sabin (em)	K. C. Templeton	.....
	Sunday edition (S) 6,156	.05	...							
	Times (m) †4,492	.04	.12	(I) (UP) (†) (3¢, 15¢w) (none)	Times Co. B. R. Rothenberger, Pres. †(For period April 8, 1942 to Sept. 30, 1942.)	Allen Dowling	Robt. R. Johnson Helen Brown (Su)	B. R. Rothenberger Cecil J. Lash (bm) Harry Morris (cm)	Cecil J. Lash	Phil Hall
	Sunday edition (S) †4,492	.04	.12							
COLUMBUS	Telegram									
7,863	(e) 5,000	.04	...	(D) (UP) (†) (J) (5¢, 15¢w) (56)	Telegram Co., Inc. Edgar Howard, Pres.	Edgar Howard Z. H. Loomis	Paul Ernst (sp)	Z. H. Loomis R. F. Kennedy (bm-em)	L. R. Hansen R. F. Kennedy (n)	W. J. Gregorius (ma)
FALLS CITY	Journa									
6,146	(e) 4,207	.03	...	(I) (UP) (J) (5¢) (56)	Journal Pub. Co. Virgil Falloon, Pres.	N. W. Tood	James S. Ramsey*	Leo F. Nusbaum (bm) Marjorie Ferguson (em)	Leo F. Nusbaum	J. A. Long (ma)
FREMONT	Guide-Tribune									
14,000	(e) *8,143	.07	...	(I) (AP) (†) (5¢, 15¢w) (none)	Fremont Newspapers, Inc. Alfred G. Hill, Pres. Lester A. Walker, Pub.	Ralph Partridge L. J. Bible		Lester A. Walker (gm-bm) R. Ryne (em)	Lester A. Walker J. Vasey (cl)	K. G. Anderson J. D. Newhouser (ma)
	*(Note: For period July 24, 1942 to Sept. 30, 1942. Circulation prior to merger: April 1, 1942 to July 25, 1942—Guide (m) 5,589; Tribune (e) 4,449)									
GRAND ISLAND	Independent									
21,000	(e) 14,629	.09	.15	(I) (AP) (ROP-1) (†) (5¢, 18¢w) (47)	Grand Island Independent Pub. Co. O. S. Stauffer, Pres.	Arch W. Jarrell	W. E. Buechler L. F. Roberts (sp)	G. A. Winters E. O. Peeler (em)	F. H. Vandergrift	F. H. Vandergrift C. W. Riley (ma)
HASTINGS	Tribune									
20,000	(e) 11,301	.07	.12	(I) (AP, UP) (ROP-3) (†) (J) (3¢, 15¢w) (56)	Seaton Publications Fred A. Seaton, Pub.	Fred A. Seaton Carl A. Rott	K. K. Friedel Ed. Wilken (sp)	Fred A. Seaton Lloyd Kiesinger (bm) H. R. Purdum (em)	E. H. Hewins A. W. Conow (cl)	Dick Batt (ma
HOLDREGE	Citizen									
5,360	(e) 3,230	.03	...	(I) (†) (J) (3¢, 10¢w) (56)	Daily Citizen Lamonte M. Lundstrom, Pres.-Pub.	Lamonte M. Lundstrom	Joe Farrel (sp)	C. Bonser (em)	E. R. Anderson	D. M. Chatfield (ma)
KEARNEY	Hub									
10,100	(e) 4,224	.04	.10	(I-R) (AP) (†) (3¢, 15¢w) (none)	Kearney Hub Pub. Co. Ormond F. Hill, Pres.-Pub.	H. Dwight King	Joe Hill (sp)		Bill Miller Delores Hoeffer (cl)	Bill Miller (pm) I. O'Daniell (ma)
LINCOLN	Journal									
81,984	(m) 25,404	...	...	(I) (AP, UP, INS, NANA) (ROP-1) (†) (mer) (J) (5¢) (82)	State Journal Ptg. Co. J. C. Seacrest, Pres. J. W. Seacrest & F. S. Seacrest, Pubs. (Note: 4 colors in comic section.)	F. L. Williams R. C. McConnell, Jr. (me)	L. D. Griffing W. Dobbins (sp)	Fred Seacrest (gm-em)	Jos. W. Seacrest Walter W. White (n) Jay F. Seacrest (cl)	J. R. Duff (ma)
86,431 (ABC City)	Journal (e) 14,872	...	...							
	Star (e) 23,547	...	...	(I) (AP, UP, INS) (†) (5¢, 65¢ mo.) (82)	Star Ptg. Co. Frank Throop, Pub.	Jas. E. Lawrence	Larry Becker C. S. Sherman (sp)	Frank D. Throop O. E. Jerner (cm)	J. W. Seacrest (loc) Walter W. White (n) Jay F. Seacrest (cl)	C. MacAhan
	Three editions combined (me) 63,823	.23	.28							
	Sunday Journal-Star (S) 42,714	.23	.28	(I)	State Journal Ptg. Co. J. C. Seacrest, Pres. (Note: Advertising sold only in combination with Morning & Evening Journal.)					
McCOOK	Gazette									
8,000	(e) 4,578	.04	.10	(I) (UP) (†) (J) (5¢, 15¢w) (56)	H. D. Strunk, Pub.	H. D. Strunk A. H. Weibel (me-asst-mgr)		H. D. Strunk	Roy E. Karr	Roy Karr (apm) A. Moers (ma)
NEBRASKA CITY	News-Press									
7,400	(e ex Sat.) 4,191	.035	.12	(I) (UP) (†) (J) (5¢, 18¢w) (77-5)	Press Ptg. Co. J. H. Sweet, Pres.-Pub.	J. H. Sweet Arthur Sweet	Arthur Sweet Bud Wilkins (sp)	J. H. Sweet Wm. R. Reuter (em)	Marie J. Duncan	Wm. R. Reuter (pm) Neal Mulligan (ma)
	Sunday edition (S) 4,191	.035	.12							
NORFOLK	News									
11,000	(e) 7,841	.06	.12	(R) (AP) (†) (J) (5¢, 20¢w) (none)	Huse Pub. Co. Gene Huse, Pres.-Pub.	Gene Huse Sterling McCaw	Nelson Barth (ce-sp)	Fritz Asmus (gm-bm)	Wm. Reckert H. Olsen (cl)	H. Skinner (apm) H. V. Gillis (ma)
NORTH PLATTE	Bulletin									
13,500	(m ex M.) 6,981	.05	.18	(I) (UP) (J) (3¢, 7¢w) (108)	North Platte Pub. Co., Inc. Fred W. Speers, Pres.-Pub.	R. L. Getty C. H. Craig	C. H. Craig Dick Tucker (sp)	Hoyte Smithers (bm) E. E. Hamm (em)	C. H. Morgan Jane DeLosh (cl)	F. Cochran (ma)
	Telegraph (e) 6,256	.05	...	(I) (AP) (†) (J) (5¢) (47)	L. A. Kelly, Pub.	Walt Samuelson	J. W. Kirkman (sp)	L. A. Kelly (bm) Don Carson (em)	James Kirkman Mrs. C. S. Worley (cl)	Ralph Davis (ma)
OMAHA	World-Herald									
223,844	(m) 97,914	...	...	(I) (AP, UP, INS, CT) (ROP-3) (†) (3¢, 10¢S; 17¢w-m or e; 25¢w-m & S, e & S) (84)	World Pub. Co. H. J. Doorly, Pres.-Pub. J. M. Harding (asst-Pub.)	H. E. Newbranch Geo. Grimes	Frederick J. Ware Floyd Olds (sp) E. M. Landale (Su)	B. H. Cowdery (bm) V. H. Smith (adv sales mgr) C. M. Wandborg (cm-cty) D. W. Calvert (cm-ctry)	T. G. Devaney (loc) H. D. Keller (n) Floyd F. Mellen (cl)	T. W. Summers B. H. Cowdery (ma)
	World-Herald (e) 93,222	...	...							
	Combined daily (me) 191,136	.40	.40							
	Sunday edition (S) 186,644	.40	.40							
PLATTSMOUTH	Journal									
4,268	(e)	.018	...	(I) (†) (UP) (J) (none)	Mrs. R. A. Bates, Pub.	Frank Smith	Frank H. Smith	Mrs. R. A. Bates (bm)	.....	Elmer Webb (ma)
SCOTTSBLUFF	Star-Herald									
12,045	(m ex M.) 9,534	.06	.10	(I) (AP) (†) (J) (5¢, 15¢w) (47)	Star-Herald Ptg. Co. A. B. Wood, Pres. Harry J. Wisner, Pub.	H. F. Thies Harry J. Wisner	Doug. Stanton (sp)	H. J. Wisner (gm-bm) Floyd Wisner (em)	Frank Wisner Betsy Davis (cl)	Leo Shirley (ma)
	Sunday edition (S) 9,571	.06	.10							
YORK	News-Times									
5,383	(e) 2,465	.03	.12	(I) (UP) (J) (5¢, 15¢w) (5)	York Blank Book Co. Frank Curran, Pres.	Thos. Bourke Jas. C. Curran	Thos. Bourke Lyle Hecht (sp)	Frank Curran (gm-bm) Margaret Hays (em)	Robt. Bartlett M. Hays (cl)	Jas. C. Curran A. Merrick (ma)

NEVADA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BOULDER CITY	News									
6,000	(m ex Mon.) 638	.025	.05	(I) (J) (5¢) (26)	Robert E. Carter, Pub.	R. W. Brann	Elton M. Garrett			
CARSON CITY	Appeal									
2,478	(e) 650	.018	...	(I) (UP) (J) (5¢) (109)	I. B. Mighels, Pub.	E. T. Clyde				
ELKO	Free Press									
4,094	(e ex Sat.) 1,965	.03	...	(I) (UP) (†) (J) (5¢) (108)	E. M. Steninger, Pub.	Chris H. Sheerin	Paul Leonard	Chris H. Sheerin Lois Armstrong (em)	Paul Leonard Chris H. Sheerin (n) Lois Armstrong (cl)	E.B. Steninger (ma)
ELY	Times									
4,140	(e) 1,794	.025	...	(I) (UP) (5¢) (108)	Times Ptg. & Pub. Co. Vail M. Pittman, Pub.	Vail M. Pittman		I. B. Pittman (bm-em)		V. P. Pittman (pm) R. Smith (ma)
LAS VEGAS	Review-Journal									
35,000	(e) 8,275	.055	.05	(I-D) (UP) (J) (5¢) (108)	F. F. Garside, Pub.	A. E. Cahlan (me)	J. F. Cahlan (sp)	J. N. Coleman (em)	Jas. H. Down, Jr. John Warren (cl)	R. Lochrie (ma)
RENO	Nevada State-Journal									
22,500	(m) 7,936	...	...	(D)						
	Gazette (e) 13,737	...	...	(R)						
	Combined daily (me) 21,673	.11	...	(AP) (UP) (ROP-2) (†) (5¢) (108)	Reno Newspapers, Inc. Merritt C. Speidel, Pres. Graham M. Dean, Pub.	Jos. F. McDonald (m)	Frank Sullivan (m) John Sanford (e) Ty Cobb (sp-m) Lloyd Leonard (sp-e)	Graham M. Dean R. R. Allbaugh (bm-m) Lyle T. Harper (bm-e) Clarence Colbert (cm-m) Clarence Jones (cm-e)	R. R. Allbaugh Lyle T. Harper (n) Howard Christensen (cl-e) Louise Leonard (cl-m)	Edw. Quilla (ma-m) Geo. Smith (ma-e)
	Sunday edition (S) 8,574	...	...							
	Evening & Sunday (eS)	.11	...							

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mach. Supt.
TONOPAH 3,500	Times-Bonanza (e ex Sat.) 1,876	.025	.10	(D) (UP) (†) (J) (5¢) (108)	F. F. Garside, Pub.	R. R. Germain	Gerald Roberts (ce-sp)	R. R. Germain (gm-bm) J. J. Hogan (cm)	R. R. Germain	L. Tanner (ma)
WINNEMUCCA 2,485	Humboldt Star (e ex Sat.) 3,268	.03	...	(I) (UP) (J) (5¢) (108)	Avery D. Stitser, Pub.	Robt. H. Trego	C. H. Smith	Avery D. Stitser Eldora Miller (cm)	T. G. Uren	A. D. Stitser V. Anderson (ma)

NEW HAMPSHIRE

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mach. Supt.
CLAREMONT 13,000	Eagle (e) 5,873	.02	.10	(I) (AP) (†) (J) (3¢, 20¢w) (69)	Claremont Eagle, Inc. Lincoln O'Brien, Pres.-Pub.	Kenneth Whipple	Thos. F. McKean Margaret Brooks (sp)	Harold Woodward Hugh Carter (bm) H. O. LaPlant (cm)	Hugh Carter (a-n) Laurina Isaure (cl)	Hugh Carter H. L. Woodward (ma)
CONCORD 27,171	Monitor-N. H. Patriot (e) 8,426	.055	...	(I) (AP) (†) (2¢ (69)	Monitor Patriot Co. James M. Langley, Pres.	James M. Langley	William E. Newell Ruel Colby (sp)	James M. Langley C. E. Jesseman (cm)	Ronald Bishop Arthur Babineau (n)	.....
DOVER 14,990	Foster's Democrat (e)	.02	...	(69)	Geo. J. Foster & Co.	.....	.....	.....	.....	.....
KEENE 13,882	Sentinel (e) 4,784	.03	.09	(R) (AP) (†) (J) (3¢, 18¢w) (none)	Sentinel Ptg. Co. John W. Prentiss, Pres.	Harry C Shaw	Roy A. Sullivan R. W. Newell (sp)	Chas. R. Rodgers Robt. D. Nims (cm)	Robert D. Nims	V. J. Bressett (ma)
LACONIA 13,496	Citizen (e) 3,795	.03	.06	(I) (AP) (J) (3¢, 18¢w) (77-5)	Citizen Pub. Co. Etta G. Gallagher, Pres. Edw. J. Gallagher, Pub.	Edw. J. Gallagher	Ebba M. Janson John McIsaac (sp)	.....	.....	L. D. Fitzpatrick (ma)
MANCHESTER 77,685	Union (m) 21,745	...	...	(AP) (†) (3¢, 18¢w) (70)	Union-Leader Pub. Co. Frank Knox, Pres. Edmund F. Jewell, Pub.	E. F. Jewell Robt. M. Blood	John Quirk	C. Dekker (bm) D. A. Bissett (cm)	Arthur T. Brush (sales mgr)	.....
	Leader (e) 19,290	...	...							
	Combined daily (me) 41,025	.12	...							
NASHUA 34,500	Telegraph (e) 10,580	.05	.10	(I) (AP) (ROP-2) (†) (3¢, 18¢w) (60)	Telegraph Pub. Co. B. E. Warren, Pub.	Geo. Parkhurst Fred H. Dobens	David P. Stevens Geo. F. Boire (sp)	B. E. Warren Leolyn E. Annis (bm) Diana T. Pomerleau (cm)	B. E. Warren, Jr. L. A. Richard (n) Wilda Beaupre (cl)	F. M. Britton (ma)
PORTSMOUTH 22,000	Herald (e) 7,192	.045	.15	(I) (AP) (ROP-1) (†) (5¢, 24¢w) (60)	Chronicle & Gazette Pub. Co. J. D. Hartford, Pres.-Pub.	J. D. Hartford F. E. Jordan	R. H. Hartford Robt. G. Kennedy (sp)	J. D. Hartford Miss E. T. Kane (bm) J. Harold Ryan (cm)	Ross O. Stevens	J. H. Ryan Ross O. Stevens (apm) A. L. Rand (ma)

NEW JERSEY

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mach. Supt.
ASBURY PARK 14,517 53,092 (ABC City)	Press (e) 14,442	.06	...	(I-D) (AP) (ROP-1) (†) (5¢, 7¢S) (19)	Asbury Park Press, Inc. J. Lyle Kinmonth, Pres.-Pub.	J. Lyle Kinmonth	Fred J. Cook Herbert Kamm (sp) J. P. Nolan (Su)	Wayne D. McMurray Ernest Lass (cm)	Harold M. Canning	.....
	Sunday edition (S) 9,161	.06	...							
ATLANTIC CITY 64,094 100,096 (ABC City)	Press (m) 18,050	...	...	(I) (AP) (†) (3¢, 18¢) (60)	Press-Union Pub. Co., Inc. Albert J. Feyl, Pres.	Francis E. Crossdale	Warren Brown (ce-m) Jos. Walker (ce-e) H. Gruhler (sp) James J. Farrell (Su)	Albert J. Feyl M. L. Mendelsohn (bm) Lloyd Lippincott (cm)	Robt. E. Peifer	J. Lilly (ma)
	Union (e) 8,116	...	...							
	Combined daily (me) 26,166	.14	.22							
	Sunday Press (S) 14,575	.12	.22							
	World (m) 6,900	.05	.18	(I) (UP) (†) (2¢, 12¢w) (none)	Atlantic City World-Ventnor Town Crier, Inc. William Appleby, Pres. Albert Zugsmith, Pub.	Albert Zugsmith	Hal L. Childs Al Dalton (sp)	Wm. Appleby Wm. Ohr (bm) Harry Blum (cm)	Lillian Rosenberg (cl)	F. Ferrari (ma)
BAYONNE 79,198	Times (e) 14,442	.07	.07	(1-D) (INS) (ROP-2) (†) (4¢, 25¢w) (15)	Times Ptg. & Pub. Co. Margaret M. Lazarus, Pres. Sydney A. Lazarus & Herman Lazarus, Jr., Pubs.	Robt. T. Walsh	Morris Rosenburg (sp)	S. A. Lazarus (bm) Clem Kosak (cm)	George O. Kamper Sydney A. Lazarus (n) Sydney Jones (cl)	H. Lazarus, Jr. (ma)
BRIDGETON 15,992	News (e) 6,514	.05	.12	(R) (AP) (†) (J) (3¢, 18¢w) (73)	Evening News Co. G. L. Schofield, Pres.-Pub.	Graham L. Schofield Ralph A. Brandt	L. A. Henderson D. Brandt (sp)	G. L. Schofield M. B. Hewitt (bm) J. T. Rowen (cm)	C. W. Stone C. I. Stevens (n) M. Faust (cl)	G. H. Bear (ma)
CAMDEN 117,536	Courier (e) 62,020	...	...	(I) (UP, INS) (ROP-1) (†) (mer) (3¢) (70)	Courier Post Co. J. David Stern, Pres. David Stern, 3rd, Pub.	Harry T. Saylor Frank H. Ryan	Jas. O'Neill (ce-e) Ralph Bull (ce-m) Thos. H. Ryan (sp)	Walter L. Tushingham (bm) Harold M. Snyder (cm)	F. J. Kinsella Samuel B. Hill (n) Herbert Tushingham (cl)	R. P. Shivers (p-m) Elmer C. Pratt (ma)
	Post (m) 16,237	...	...							
	Combined daily (me) 78,257	.22	.21							
ELIZABETH 109,912	Journal (e) 34,088	.12	...	(R) (AP, UP, INS) (†) (4¢, 25¢w) (105)	Elizabeth Daily Journal, Inc. Fred L. Crane, Pres.-Pub.	Fred L. Crane Geo. W. Swift	Valantine A. Fallon C. Zusi (sp)	Fred L. Crane Rufus R. Ness (bm) Warren L. Good (cm)	Fred C. Rebstock J. M. Johnson (cl)	Rufus R. Ness Geo. W. Hollaway (ma)
HACKENSACK 26,000 123,234 (ABC City)	Bergen Evening Record (e) 31,567x	.12	.15	(I) (AP) (†) (4¢, 27¢w) (105)	Bergen Evening Record Corp. John Borg, Pres.-Pub.	Donald G. Borg R. H. Wynkoop	H. G. Holran Albert Del Greco (sp)	R. L. Binder (bm) R. H. Losey (cm)	T. N. Prime J. H. Bensen (cl)	C. A. Young (ma)
HOBOKEN 58,000 596,129 (ABC City)	Jersey Observer (e) 39,816	.14	.09.75	(I) (UP, INS) (†) (J) (4¢, 18¢w) (none)	Jersey Pub. Co. Fred A. Seide, Pres.-Pub.	Arthur L. Fagan Adolph Langer (advisory ed)	Eugene Goldner Jerry Barker (sp)	Fred A. Seide Francis M. Wein (bus-asst.) Harry Kelly (cm)	A. L. Kohnfelder (a-cl) N. R. Kohnfelder (n)	M. Meyer (pm) A. L. Kohnfelder (apm) H. Seide (ma)
JERSEY CITY 316,000 596,129 (ABC City)	Jersey Journal (e) 42,895	.14	.12	(I) (AP) (4¢, 25¢w) (100)	Evening Journal Assn. Joseph A. Dear, Pres. Walter M. Dear, Pub.	Joseph A. Dear Frederic J. Gainsway	Eli Ives Collins Ray Roche (sp)	Walter M. Dear Rudolph E. Lent (bm) Louis Rutherford (cm)	Rudolph E. Lent Anna Beal (n) Frederick Helland (cl)	John I. Horton (ma)
LAKEWOOD 8,502	Times (e) 2,020	.03	...	(R) (J) (3¢) (32)	Times & Journal Pub. Co. Harry E. Newman, Pres.-Pub.	Harold Ober	Harold Ober (sp)	Harold Ober Edith Havens (cm)	Edith Havens (cl)	E. L. Johnson
LONG BRANCH 25,000	Record (e) 10,211	.06	.10	(I) (AP) (J) (4¢) (15)	Monmouth County Pub. Co., Inc. E. D. DeWitt, Pres.-Pub.	E. D. DeWitt Houston Brown	W. Hanson (sp)	Louis H. Farb (bm) Carl Cohen (cm)	R. L. Meyers R. Regan (cl)	Warren S. Ayres (ma)
MILLVILLE 15,000	Republican (e) 3,756	.03	.10	(1-R) (AP) (†) (J) (3¢, 18¢w) (55-78)	Carl H. Johnson, Pub.	Carl H. Johnson	David T. Gifford James F. Lowe (sp)	Paul A. Shaw (cm)	Lewis A. Shaw	H. A. Fehringer (ma)
MORRISTOWN 15,270	Record (e) 8,076	.05	.10	(I) (AP) (†) (J) (3¢, 21¢w) (19)	Norman B. Tomlinson, Pub.	Norman B. Tomlinson	William P. O'Neill Carl Roff (sp)	N. B. Tomlinson (gm-bm) Elizabeth Clark (cm)	Edgar M. Weed	W. E. Wulfers (ma)
NEWARK 429,000 950,580 (ABC City)	Star-Ledger (m) 109,813	.24	.24	(I) (UP, AP, CS) (ROP-1) (†) (3¢, 10¢S; 18¢w-m) (14)	Morning Ledger Co. S. I. Newhouse, Pres.-Pub.	Philip Hochstein	Eugene Farrell Frank Casale (sp)	E. M. Sturges Wm. Dempsey (cm)	George G. Gaertner Hugh Eleyet (n) Adolph Gottesman (cl)	H. Eleyet (apm) E. M. Sturges (ma)
	Sunday edition (S) 93,435	.24	.24							
	News (e) 205,889	.40	.21	(I) (AP, UP, CP) (†) (4¢) (84)	Evening News Pub. Co. Edward W. Scudder, Pres.-Pub.	Arthur J. Sinnott (ed-in-ch) Lloyd M. Felmly	Arthur Sylvester Leonard Elliott (sp)	Benj. J. Foley Joseph T. Scarry (cir dir)	Patrick M. Feeney (ad dir) James A. Doyle (ad mgr) Andrew J. Flanagan (n) Jas. P. Sweeney (cl)	Thos. Kenney (pm)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
NEWARK Cont'd	Sunday Call (S) 91,681	.23	.20	(I) (AP) (*S) (†) (12¢) (42)	Call Ptg. & Pub. Co. Fred W. Thorne, Pres.	Edw. F. Bataille Edw. S. Hipp	Robert C. Ring G. A. Falzer (sp)	Frederick W. Thorne Harry A. Wapehare (bm) Louis Albert (cm)	Louis Reshkin	
NEW BRUNSWICK 33,180	Home News (e) 18,890x	.07	.11	(I) (†) (4¢, 5¢S; 24¢w) (28)	Home News Pub. Co. Elmer B. Boyd, Pres.	John K. Quad	John K. Quad Eugene Pinter (sp) E. N. Olly (Su)	Elmer Boyd J. K. Quad (acting bm) R. C. DeHart (cm)	Harvey A. Huff George A. Cortes (n) Miss E. Kolodziej (cl)	H. A. Huff (apm) John J. Arnold (ms)
	Sunday Times (S) 15,292x	.07	.11							
OCEAN CITY 4,672	Sentinel-Ledger (m) 2,805	.045	...	(I) (†) (3¢) (54-52)	Newspaper Pub. Co. John C. Smith, Pres.	Lorin D. Angevine	Harold Lee	Ray Thorpe R. MacHenry (cm)	John C. Smith	J. I. Gibson (ms)
				(Note: Published weekly, Sept. 13-June 15; daily, morning June 18-Sept. 12.)						
PASSAIC 61,394 248,041 (City Trade Zone)	Herald-News (e) 40,123	.12	.24	(I) (AP, UP, INS) (†) (4¢, 25¢w) (60)	Passaic Daily News Dow H. Drukker, Jr., Pub.	Geo. M. Hartt Wm. M. McBride	Allen W. Smith Joseph P. Lovas (acting sp)	Edw. H. Roemle (gm-bm) Jere C. Healy (cm)	Leon Kondell Wm. J. Hay (n) L. A. Buck (cl)	J. N. Wright (pm) W. Geisert (ms)
PATERSON 150,000	Morning Call (m) 24,266	.09	.30	(I) (AP) (†) (J) (4¢) (105)	Call Ptg. & Pub. Co. Robert Williams, Pres.-Pub.	F. A. Friedrich	John Sweeney Wm. Harvey (sp)	Theo. W. Hendershot George Crooks (cm)	Henry DeYong	G. Schreck (ms)
	News (e) 30,030	.11	.21	(I) (AP, UP) (†) (4¢, 24¢w) (100)	News Ptg. Co. Harry B. Haines, Pres.-Pub.	Harry B. Haines A. J. Greene (me)	Robt. Stakesing Jos. Gootter (sp)	Ed. B. Haines (gm-bm) Thos. Dunkley (cm)	H. M. Schmidt M. G. Levine (n) Edw. Fort (cl)	Edw. B. Haines D. B. Watson (ms)
	Sunday Eagle (S) 8,023	.10	.12	(I-D) (ROP-1) (J) (5¢) (none)	Max L. Simon	Max L. Simon	Irving Mates J. Jacobson (sp) M. L. Simon (Su)	Max L. Simon Theo. Slinger (cm)	J. B. Yellen G. Gordon (cl)	O. M. Black I. Lesnick (apm) W. W. Post (ms)
PERTH AMBOY 41,071 84,781 (ABC City)	News (e) 20,539x	.085	.08	(I) (AP) (†) (4¢, 24¢w) (60)	Perth Amboy Evening News Co. Paul V. Murphy, Pres.	John J. McDonnell Jacob W. Perlin	Geo. Molnar (sp)	Paul V. Murphy Geo. P. Rooke (cm)	Edw. G. Alexander John J. Escobar (cl)	
PLAINFIELD 38,503 66,831 (ABC City)	Courier-News (e) 17,867	.08	.17	(I-R) (AP) (†) (4¢, 24¢w) (71)	Courier News Co. Frank E. Gannett, Pres. Chauncey F. Stout, Pub.	Paul E. Smith (me)	Harold E. Keenan Gene Hampson (sp)	Alfred Zimmerman (bm) Harold W. Blackford (cm)	A. Wallace Zimmerman Mrs. Louise Dore (cl)	Frank Frisch (ms)
RED BANK 16,000	Standard (e ex Sat.) 2,129x	.03	.06	(I) (UP) (ROP-1) (†) (J) (3¢, 15¢w) (32)	Inter-Boro Pub. Co., Inc. H. M. Tallmadge, Pres.-Pub.	H. M. Tallmadge J. M. Barberio		H. M. Tallmadge	J. A. Guilfoyle Harriet Barnes (cl)	J. A. Guilfoyle (pm) H. Sayre (ms)
TRENTON 124,697	Times (e ex Sat.) 48,027	.17	.26	(I) (AP, UP, INS) (ROP-1) (3¢, 15¢)	Trenton Times Mrs. Jas. Kerney, Pres.-Pub.	James Kerney, Jr.	A. B. Thompson (Su)	Thomas L. Kerney John E. Kerney (cm)	Joseph A. Kerney John P. Callahan, Jr., (cl)	
	Times-Advertiser (S) 38,436	.14	.26							
UNION CITY 56,173 155,889 (ABC City)	Hudson Dispatch (m) 30,485	.09	.14	(I-D) (AP) (†) (J) (4¢, 25¢w) (15)	Hudson Dispatch Co. William Rubel, Pres.-Pub.	John Mitchell A. Bruce Cook (ms)	Albert Fulling Lud Shabazian (sp)	William Rubel Lloyd J. Whitford (bm) Thos. Meegan (cm)	Walter Dodwell	T. Meegan (pm) N. Sweetman (ms)
VINELAND 7,914	Times-Journal (e) 7,214	.05	.07	(I) (AP, UP) (†) (3¢, 18¢w) (103)	Max Leuchter, Pub.	Max Leuchter	William J. Mulligan Carlo Sardella (sp)	C. P. Leuchter (bm) Lewis Gorsuch (cm)	A. M. Bass C. Giglio (cl)	G. Patterson (ms)
WOODBURY 8,306	Times (e) 8,996	.04	...	(I-R) (UP) (2¢) (32)	Times Co.	J. Frank Wilson	F. Sherman Yeiter	J. Frank Wilson (bm)	H. E. Wilson (n)	

NEW MEXICO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBUQUERQUE 60000	Journal (m) 19,127	.10	.30	(I) (AP, INS) (5¢, 10¢S, 20¢w) (91)	Journal Pub. Co. T. M. Pepperday, Pres.-Pub.	H. P. Pickrell	Bill Hesch (sp) H. P. Pickrell (Su)	T. M. Pepperday R. E. Brewer (bm) Bill Billman (cm)	D. S. Murdock (dir of adv & circ) F. J. Cantwell (n)	D. S. Murdock E. C. Starrett (ms)
	Sunday edition (S) 20,021	.10	.30							
	Tribune (e) 13,406	.08	.30	(I) (UP, AP, INS) (5¢, 15¢w) (95)	New Mexico State Tribune Co. W. G. Chandler, Pres. Scripps-Howard Newspapers, Pub.	E. H. Shaffer Dan Burrows		Ray E. Huber R. E. Brewer (bm) Bill Bellman (cm)	D. S. Murdock (dir of circ ad) F. J. Cantwell (n)	Edward Starrett (ms)
	Combined daily (me) 32,533	.125	...							
CARLSBAD 7,116	Current-Argus (e ex Sat.) 3,800	.04	...	(D) (AP) (†) (J) (5¢) (56)	Current-Argus Pub. Co. F. B. Rigdon, Pres.-Pub.	Kenneth Dixon	Kenneth Dixon Ted Oster (sp)	F. B. Rigdon Virginia Rigdon (bm) Donald Weldon (cm)	W. E. Colvert Geo. G. Fowler (n) Lois Young (cl)	W. E. Colvert J. Smith (ms)
	Sunday edition (S) 3,900	.04	...							
CLOVIS 15,000	News-Journal (e ex Sat.) 7,253	.05	.05	(I) (AP) (†) (5¢, 20¢w) (47)	News-Journal R. C. Hoiles, Pres. Richard Hindley, Pub.	Jack Hull	Wm. Harris Jerry Sprague (sp)	Richard Hindley W. R. Beck (cm)	Chas. Fischer Robt. Kuhnheim (n) Betty Hodges (cl)	Allan Hodges (ms)
	Sunday edition (S) 7,281	.05	.05							
GALLUP 9,000	Independent (e) 4,539	.05	.10	(I) (AP) (†) (J) (5¢, 15¢w) (56)	Independent Newspaper, Inc. A. W. Barnes, Pres.-Pub.	A. W. Barnes	J. S. Lewis	A. W. Barnes	R. E. Pelton W. P. Benham (cl)	A. W. Barnes R. Benham (ms)
HOBBS 10,428	News-Sun (e ex Sat.) 6,500	.05	.12	(D) (AP) (†) (J) (5¢, 20¢w) (56)	Sun Pub. Corp. James M. Murray, Pres. Thos. G. Summers, Pub.	Will Robinson F. W. Swerer		F. W. Swerer	Geo. W. Richardson	J. R. Wilhite (ms)
	Sunday edition (S) 6,500	.05	.12							
LAS CRUCES 8,385	Sun-News (e ex Sat.) 4,314	.035	.12	(I) (AP) (†) (3¢, 5¢S) (56)	Wallace Perry, Pres.-Pub.	Wallace Perry	Wallace Perry	R. B. Boyle (gm-bm) A. P. Templin (cm)	R. B. Boyle Mrs. R. B. Boyle (cl)	R. B. Boyle (pm)
	Sunday edition (S) 4,314	.045	...							
LAS VEGAS 18,504	Optic (e) 4,099	.03	.18	(I) (AP) (†) (J) (5¢, 15¢w) (102)	Optic Pub. Co., Inc. H. W. Kane, Pres.	Walter T. Vivian H. W. Kane	Walter T. Vivian	Paul B. Dailey (bm)	Paul B. Dailey	J. P. Franckey (ms)
PORTALES 6,100	News (e ex Sat.) 2,490	.03	.12	(I) (UP) (†) (J) (5¢, 13¢w) (none)	J. G. Greaves, Pub.	G. K. Greaves E. Stinnett		J. G. Greaves M. M. Stinnett (cm)	M. M. Stinnett	E. Stratton, Jr. (ms)
RATON 7,600	Range (e) 4,625	.04	.18	(I) (AP) (†) (J) (5¢, 15¢w) (47)	Hill & Pfeiffer	H. A. Hill (me)	H. A. Hill	Frank Pfeiffer (bm) Sadie Cunningham (cm)	Frank Pfeiffer (n) Gladys Fitzer (cl)	F. Pfeiffer (apm) B. Flores (ms)
ROSWELL 20,000	Dispatch (m ex M.) 3,274	.03	...	(D) (AP) (†) (5¢) (102)	Morning Dispatch, Inc. Paul B. McEvoy, Pres. Paul & Poynter McEvoy, Co-Pubs	Jason Kellahin		Poynter McEvoy N. Walker (cm)	Harry Jaffa Avalon Lannom (cl)	Paul McEvoy W. Pratt (ms)
	Sunday edition (S) 3,310	.03	...							
	Record (e ex Sat.) 4,653	.04	.12	(I) (AP, UP) (†) (5¢, 12¢w) (56)	Record Pub. Co. Thos. B. Shearman, Pres. Thos. G. Summers, Pub.	C. E. Mason Thomas G. Summers	Ed. Scarritt (ce-sp) C. E. Mason (Su)	Thos. G. Summers R. Westmoreland (cm)	H. B. Cooley Mrs. L. G. Sandoval (cl)	Thos. G. Summers (pm) Robt. Bear (ms)
	Sunday edition (S) 4,372	.04	.12							
SANTA FE 20,237	New Mexican (e) 4,080	.05	...	(I) (AP, UP) (ROP-2) (†) (5¢, 18¢w) (none)	New Mexico Pub. Co. Frank C. Rand, Jr., Pres.		A. N. Morgan G. Smith (sp)	C. Ben Floyd (V.P.-gm) Evelyn Massey (cm)	Opal Shannon Al. Longshore (n) Roberta Moore (cl)	M. J. Beagrove (Pres) Ted McFraland, (comp)
SILVER CITY 5,044	Press & Independent (e ex Sat.) 3,035	.03	...	(I) (AP) (†) (5¢) (56)	Col. Clyde Earl Ely, Pub.	Don W. Luck		Clyde E. Ely (bm) W. F. Ely (cm)	Reid Cantwell	W. Mullane (ms)
TUCUMCARI 7,100	News (e) 4,953	.04	.15	(I) (AP) (J) (5¢, 15¢w) (47)	Tucumcari Daily News, Inc. Richard Hindley, Pres Earl Grau, Pub.	Vic Jameson		Earl Grau Lucille Grau (cm)	Arthur J. Snyder Audrey J. Harris (cl)	R. F. Masters (ms)

WHAT ARE THE FACTS?

"Our concern with any man is not with what eloquence he teaches, but with what evidence." AUGUSTINE

FOOD FACTS WHERE THEY COUNT—"Farm products are not useful food until they are in shape to be eaten, and delivered to the person who is going to eat them."—Secretary of Agriculture, Claude R. Wickard, at New York City, December 14, 1942.

America is fortunate that a sufficiently large segment of its retail food distribution machinery is organized into business units that fit efficiently into a war economy. Government agencies dealing with food rationing, prices, allocations, conservation, and other wartime efforts recognize the assistance given by food chains in informing the general public of these programs. Purchased newspaper space is the principal medium employed.

Food distributors today are struggling to serve civilians fairly and equitably; to bring to their customers products of farm and ranch which are in greatest abundance, which are least needed by the armed services. They are doing this under handicaps of inadequate manpower, hampered transportation, short supplies of many basic foods, and frequently without opportunity to plan ahead.

The transition in food merchandising in this country during the past three decades, leading all the world in efficiency and public service, is told simply and factually in a booklet, "The Chain Food Store." A reading of this booklet gives the layman a sounder conception of our basic preparation for food distribution in the greatest emergency. SOURCE—National Association of Food Chains.

Distribution of Distilled Spirits

A Statistical Review comparing the fiscal years 1942 and 1941 issued recently by the Distilled Spirits Institute, Inc., indicates a changing trend in the output of distilled spirits for consumption.

A breakdown of the bottled output shows that blended whiskey was increased by 11,596,373 gallons in the fiscal year 1942 over 1941 while the output of bonded whiskey dropped slightly. Blended whiskey in 1942 constituted 47.0% of the total whiskey bottled with straight whiskey comprising 42.0%. This reversed their 1941 position, in which year straight whiskey comprised 46.4% and blended 42.2% of the total.

The Review also contains an analysis of the distribution of apparent consumption of distilled spirits by states. This analysis reveals that New York again led the forty-five states, consuming 12.15% of the total gallonage, followed in order by California, Pennsylvania, Illinois and Ohio. The greatest percent of increase in apparent consumption appeared in Alabama, which rose 53% over the previous year. Increases are noted in every state except Idaho which declined 4.6% under 1941.

SOURCE—Distilled Spirits Institute.

Copper and Its Alloys Called to the Colors!

Copper and its many alloys are necessary metals in the construction of ships, fighting planes, tanks, trucks, guns, ammunition and hundreds of other uses. Uncle Sam has called these—Man's Oldest and Most Useful Metals—to the Colors.

The great copper mines of the United States and those owned and operated by American companies in Mexico and South America are working day and night to "dig out" the red metal so that it can be fabricated into War Armament for the Fighting Forces on land, on sea, under the sea and in the air. The plants are using every facility to speed up production.

SOURCE—Copper & Brass Research Association.

No Shortage of Electric Power

No electric power shortage was experienced in 1942 and, confirming earlier forecasts, the outlook is for an ample supply in 1943 when war production is expected to be at its peak.

The impact of a year of war finds the electric industry with a record of meeting all war and civilian demands for electricity; with a greater reserve now of power producing facilities than 12 months ago; with an additional 600,000 new customers; with a coal pile, stocked during the summer, adequate to carry through the winter, thereby being in a position to alleviate the effects of any possible coal famine on civilian and other industrial needs.

This record of services to both war and civilian needs is outstanding among all great basic industries, and has been accomplished without affecting so far the industry's past record of constant rate decreases. The composite average price for domestic electricity consumed during the year continued to decline in the face of a general rise in the cost of living.

SOURCE—Edison Electric Institute.

Air Express Saves Millions of Man Hours

While it is impossible to obtain accurate figures, Air Express is saving millions of man-hours yearly for manufacturers of war material, according to estimates of the Air Transport Association. For breaking bottlenecks, preventing tie-ups and shutdowns, this fastest form of delivery rushes emergency parts and critical material from supplier to producer as far as 3,000 miles overnight. Often, deliveries are made the same day as ordered, thus keeping men at work who would otherwise lose hours and days on the job. Operating with less equipment than before the war, in the first ten months of 1942, the Airlines carried a total of 17,442,439 pounds of Air Express, an increase of 93.6 per cent over the similar period in 1941. SOURCE—Air Transport Association.

Rails Doing Outstanding Job

Railroads successfully handled in 1942 the greatest volume of freight traffic any form of transportation in the world has ever been called upon to move in any correspondence period. Their performance has been one of the outstanding features in connection with the prosecution of the war. The volume moved by rail amounted to 630 billion ton-miles. This was nearly 33 per cent greater than transported in 1941 and one and one-half times that moved in 1918. The heavy increase in ton-miles resulted from the heavier loading of freight cars and longer haul per ton, carloadings in 1942 having been a little more than one per cent greater than in the preceding year. At the same time, a new high record in passenger traffic was established, passenger-miles having totaled 53 billion, or an increase of thirteen per cent above the previous record in 1920. In handling this record freight and passenger traffic, railroads showed an improvement in every efficiency factor except for speed of trains. The slight decrease in speed of trains has been more than compensated for by the increase in the amount of freight and passengers carried. Not only are the railroads today furnishing the country with the most efficient service in history, and at a time when the maintenance of adequate transportation is absolutely essential to the successful prosecution of the war, but less is being received by them for hauling a ton of freight per mile than at any time since 1918, the average revenue now being only 0.927 cent per ton per mile.

SOURCE—Association of American Railroads.

American Cities Improve Defense Against Fire

The accelerating interest in fighting fires before they start is shown by the records of the past 12 months. In this period, more American cities adopted complete modern fire prevention ordinances than in the preceding 12 years—and almost 7 times as many are in process of adopting such ordinances. Records indicate that only 27 cities took this step from 1929 to 1941. But in the past year, 30 more cities have acted and 200 are in process of acting. A modern fire prevention code reduces the possibility of conflagrations in either war or peace, because it gives authorities jurisdiction over storage and use of flammables, installation and maintenance of private fire alarm systems and fire extinguishing equipment, and similar preventive measures. In other words, a modern code enables fire department officials to fight fire before it starts by rooting out the causes of fire.

SOURCE—National Board of Fire Underwriters.

Directory of Authoritative Sources of Factual Information

Air Transport Association
1515 Massachusetts Ave., N.W., Washington, D. C.

A neutral source of information, photographs, facts and figures concerning the passenger, air mail and air express business of the sixteen major scheduled United States Airlines operating domestic and international services. Also facts available regarding operation and maintenance of the transport planes and airway facilities, including communication systems, of member airlines. General and specific request from editors invited. Send for free booklet "Little Known Facts About the Air Transport Industry."

Association of American Railroads
924 Transportation Bldg., Washington, D. C.

Central coordinating agency of the American railroads and source of information concerning the railroad industry. Has largest railroad library in the world. Feature articles, releases, publications, reports, condensed railroad facts for "filler" copy, photographs, and monthly cartoon of railroad oddities. Free to editors.

Distilled Spirits Institute, Inc.
National Press Bldg., Washington, D. C.

Factual information, data and statistics relating to the Distilling Industry, reports from official sources on production, consumption, enforcement, taxation, revenue.

Edison Electric Institute
420 Lexington Ave., New York, N. Y.

Factual information, data and statistics relating to the electrical industry.

National Association of Food Chains
726 Jackson Place, N.W., Washington, D. C.

Writers and editors interested in obtaining factual background information regarding development, organization, services, and activities of food chains may find of interest an easy-to-read booklet, "The Chain Food Store"—available on request without charge.

National Board of Fire Underwriters
85 John Street, New York, N. Y.

Fire Facts. What causes fire. How to prevent it and how to control it. Pioneer educational fact-finding and engineering organization maintained by the principal capital stock fire insurance companies for public service. Compiles and publishes national fire loss record, building codes, fire prevention ordinances, numerous standards, pamphlets on fire-hazardous processes.

Copper & Brass Research Assn.
420 Lexington Ave., New York, N. Y.

The membership of the Association represents the principal fabricators of Copper and its Alloys.

Advertisement

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

NEW YORK

City / Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY	Knickerbocker News									
130,577	(e) 50,569	.18	.30	(R-1) (AP, UP, INS) (4¢) (71)	Press Co., Inc. Frank E. Gannett, Pres. A. J. McDonald, Pub.	Gerald Salisbury (me)	Jerome H. Walker Charles Young (sp)	A. J. McDonald J. J. Atherton (bm) J. W. O'Connor (cm)	Henry Stock M. B. Mitchell (n) Evan Mitchell (cl)	E. D. Jagareski (ms)
	Times-Union									
	(m) 45,938	.13	...	(I-D) (AP, INS) (†) (4¢, 10¢S; 24¢w) (16)	Evening Union Co. Fred I. Archibald, Pres.-Pub.	Geo. O. Williams (me)	Herbert C. Campbell Richard Walsh (sp) Marshall G. Taylor (Su)	H. P. Hass acting (bm) Mark D. Bohen (cm)	W. M. LeFevre J. A. King (n) E. P. Hayes (cl)	B. G. Goffstein J. Moore (ms)
	Sunday edition (S) 94,574	.20	...							
AMSTERDAM	Recorder and Democrat									
34,000	(e) 10,127			(I) (AP) (†) (J) (5¢, 24¢w) (none)	Wm. J. Kline & Son, Inc. Gardiner Kline, Pres.	Earl O. Stowitts (me)	Wm. B. Maroney	Gardiner Kline A. W. Savage (bm) J. A. Blanchfield (cm)	Wm. H. Kuhn (a-n) Milo Dressler (cl)	G. H. Paige (ms)
AUBURN	Citizen-Advertiser									
38,620	(e) 8,555	.06	.08½	(I-D) (AP, UP) (ROP-1) (†) (4¢, 24¢w) (60)	Auburn Pub. Co. Charles D. Osborne, Pres.-Pub.	W. O. Dapping				Fred W. Cook (ma)
BATAVIA	News									
19,000	(e) 16,419	.06	.08	(I-R) (AP) (†) (4¢, 20¢w) (none)	Griswold & McWain, Inc. A. J. McWain, Pres.	Andrew J. McWain L. W. Griswold	Jerry E. Brown	Milton R. Miller Guy Stonestreet (cm)		
BEACON	News—See Newburgh News.									
BINGHAMTON	Press									
82,809	(e) 45,064	.14	.22	(I) (AP, UP, INS) (†) (4¢, 20¢w) (18)	Press Co., Inc. Mrs. Willis Sharpe Kilmer, Pres.-Pub.	Fred W. Stein	Erwin C. Cronk Albert F. Lamb (sp)	Albert B. Engelbert (gm-bm) A. W. Cockerill (cm)	James J. Burnett Merle C. Ostrom (n) H. S. Theobald (cl)	Merle C. Ostrom (pm-apm) Walter Kettle (ms)
120,486 (ABC City)	Sun									
	(m) 27,072	.14	...	(R) (AP) (†) (4¢) (18)	Morning Sun, Inc. Wm. H. Hill, Pres.-Pub.	Wm. H. Hill Walter J. Lyon	Wm. D. Ayres S. W. Nash (sp)	Wm. H. Hill H. M. Ayers (Treas.) Harold E. Carroll (cm)	A. W. Poulter C. Dorsebang (cl)	C. Krager (ma)
BROOKLYN—This is a borough of New York City. Brooklyn newspaper listing is under that heading.										
BUFFALO	Courier-Express									
619,703	(m) 132,063	.25	...	(I) (AP, UP, CT, NYT) (*8) (ROP-1) (†) (3¢, 12¢S, 18¢w-m) (65)	Courier-Express, Inc. Wm. J. Conners, Jr., Pres.-Pub.	Burrows Matthews F. M. McLennan	John Tranter Wm. J. Kelly (sp) W. E. J. Martin (Su)	Frank J. Clancy R. G. Urban (n) Joseph M. Bauer (cm)	W. E. O'Brien R. C. Harris (n) P. D. Crawford (cl)	James C. Kennedy C. W. Govier (ms)
	Sunday edition (S) 231,523	.40	...							
	News (e) 234,874	.35	.40	(I-R) (AP, UP, NANA, NYRT, CDN) (†) (3¢, 18¢w) (60)	Edward H. Butler, Pub.	Edward H. Butler Alfred H. Kirchhofer	J. Nelson Griswold R. C. Stadler (sp)	C. G. Underhill (bm) Geo. Therrien and Geo. Erb (cm)	E. D. Anderson W. V. McGrain (n) J. H. Emmert (cl)	D. Paupeet L. Woelfel (ms)
	(Note: Classified display rate shown. Undisplayed 35¢ per line.)									
CANANDAIGUA	Messenger									
8,574	(e) 4,296	.045	...	(I) (AP) (†) (4¢, 20¢w) (19)	Canandaigua Messenger, Inc. Leon J. McCarthy, Pres.	Leon J. McCarthy	Witmer Eberle Jack McMillan (sp)	H. S. MacDuff (bm) Douglass Lincoln (cm)	H. S. MacDuff A. C. Waterbury (n) Margaret Johnston (cl)	H. Megaffee (ms)
CATSKILL	Mail									
5,429	(e) 3,150	.03	.06	(D) (UP) (J) (3¢) (15)	Catskill Daily Mail, Inc. M. Edw. Silberstein, Pub.	M. Edw. Silberstein H. E. Rockwell	H. E. Rockwell	M. E. Silberstein (gm-bm) M. F. Condret (cm)	M. Edw. Silberstein (a-n) E. N. Boice (cl)	W. J. Galft (ms)
COHOES	American									
21,956	(e) 7,689	.05	...	(I) (INS, UP) (†) (J) (4¢) (19)	Cohoes American, Inc. F. L. Wiswall, Pres.	William Higgins	John F. Dillon	A. A. Scully (bm) H. J. Berger (cm)	A. A. Scully Margaret Derocher (n)	H. Mighall (ms)
CORNING	Leader									
23,000	(e) 8,817	.06	.06	(I) (AP) (†) (25¢w) (60)	W. A. Underhill and E. S. Underhill, Jr. Pubs.	L. D. Kimble (me)	Sturges F. Cary R. Sutherland (sp)	W. A. Underhill (gm-bm) John Vine (cm)	J. R. Osborne (a-n)	G. Taylor (ms)
CORTLAND	Standard									
16,000	(e) 5,759	.04	.086	(R) (AP) (†) (J) (4¢, 24¢w) (105)	Standard Ptg. Co., Inc. E. H. Clark, Pres.	Edward H. Clark L. B. van Dyck	L. B. van Dyck Wm. Dowd (sp)	Edward H. Clark Leon P. Randall (bm) Theodore Greene (cm)	E. H. Stanley E. H. Clark (n) Antoinette Clark (cl)	E. H. Clark (ms)
DANSVILLE	Breeze									
4,976	(e ex Sat.) 1,325	.03	...	(I-R) (J) (3¢) (62)	B. H. & W. C. Knapp, Pubs.	B. H. Knapp	Calvin B. Knapp F. J. O'Hara (sp)	B. H. Knapp (bm) C. B. Knapp (cm)	C. B. Knapp E. Snyder (cl)	C. E. Knapp (ms)
DUNKIRK	Observer									
22,000	(e) 6,145	...	.12	(R) (UP) (†) (J) (4¢, 22¢w) (19)	Dunkirk Ptg. Co. Henry K. Williams, Sr. Pres.-Pub.	Gerald B. Williams	Herbert G. Schwartz MacLeod Williams (sp)	H. K. Williams, Jr. Arthur K. Fulston (cm)	Arthur Goodrich H. K. Williams, Jr. (n) Ruth Canny (cl)	E. Lupean (ms)
ELMHURST—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
ELMIRA	Advertiser									
54,106	(m) 7,833	...	...	(I) (AP, UP) (†) (4¢d, 10¢S; 22¢w-e; 20¢w-m) (71)	Star-Gazette, Inc. Frank E. Gannett, Pres. Frank E. Tripp, Pub.	George S. Crandall (exec-ed e&S) W. C. Barber (me-m) Geo. E. McCann (me-e)	J. P. Hanraban (ce-m) D. A. Seeley (ce-e) A. L. Rossiter (ce-Su) Glenn O. Sherwood (sp-m) Howard Pierce (sp-e&S) E. L. Van Dyke (Su)	L. N. Bitner (asst pub) Thos. V. Taft (bm) Arthur B. Calhoun (cm)	Geo. G. Sonsine Julian L. Penney (n) Kenneth Law (cl)	F. J. Genger (ms)
	Star-Gazette (e) 31,767	...	...							
	Combined daily (me) 39,600	.11	.18							
	Sunday Telegram (S) 28,527	.08	.12							
ENDICOTT	Bulletin									
20,718	(e) 6,072	.04	.10	(I) (INS) (†) (3¢, 18¢w) (103)	Endicott Bulletin, Inc. J. H. Ottaway, Pres.	Paul L. Hooper	John S. Remaly (ce-sp) Ruth A. McNeil (asst ce)	James H. Ottaway (gm-bm) E. M. Brooks (cm)	Byron E. French (a-n) Norma McVannon (cl)	Bert MacKnight (press-stereo) M. Mangan (comp)
FLUSHING—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
GENEVA	Times									
22,000	(e) 5,149	.03	.08½	(I-R) (AP) (†) (4¢, 20¢w) (77)	Geneva Ptg. Co. W. A. Gracey, Pres. G. B. Williams, Pub.	W. A. Gracey		G. B. Williams (bm) J. A. Christensen (cm)	Charles Abbey Frank Abbey (n)	F. Mikolite (ms)
GLENS FALLS	Post-Star									
18,836	(m) 10,717	...	...	(D)	Glens Falls Post Co. J. E. Singleton, Pres.	Ralph Knight (m) Claude Fox (e)	E. J. Sherman (m) Earl Hitchcock (e) Donald Cunnion (sp-m) Harry Wallace (sp-e)	A. P. Irving R. A. Newton (bm) H. H. Strong (cm)	Walter J. Brennan R. A. Newton (n) E. M. Frink (cl)	H. Lindsay W. J. Brennan (apm) Aime Hamel (ms)
21,220 (ABC City)	Times (e) 7,572	...	...	(R) (AP) (J) (4¢) (60)						
	Combined daily (me) 18,289	.06	.15							
GLOVERSVILLE & JOHNSTOWN	Herald									
35,000	(m) 5,061	...	...	(R) (AP) (†) (J) (4¢, 24¢w) (direct)	William B. Collins Co. Mrs. Julia Ormiston, Pres.	Frank L. Rogers	L. H. Long (ce-sp-m) W. F. Hine (ce-sp-e)	Frank L. Rogers Edw. H. Mills (bm) Katherine Longfritz (cm)	Robt. J. Arnold (a-n) Ines Krebs (cl)	R. J. Arnold (apm) F. Oaksford (ms)
	Leader-Republican (e) 8,756	...	...							
	Combined daily (me) 13,817	.07	.28							
HEMPSTEAD TOWN	Nassau Review-Star									
500,000 (Nassau County) 278,804 (ABC City Zone)	(e) 34,286	.14	.32	(I-R) (AP) (†) (J) (4¢, 24¢w) (direct)	Daily Review Corp. James E. Stiles, Pres.-Pub.	Arthur L. Hodges John L. Greene	Harry L. Trietley Robert H. Stirrat (sp)	Theodore Edson (cm)	Wm. C. Fowley (a-n) Harry S. Smith (cl)	John Desmond Geo. P. Moyer (ms)
	Newsday (e) 35,785	.14	.15	(I) (UP) (3¢, 18¢w) (direct)	Alicia Patterson, Pub.	Alicia Patterson Harold A. Davis	Allan Hathaway Robt. Zellner (sp)	Henry C. Page Jos. Yauch (cm)	C. L. Nicholson (a-n) Edwin G. Warren (cl)	
HERKIMER	Telegram									
10,100	(e) 5,611	.035	.10	(I-R) (UP) (†) (J) (4¢, 18¢w) (60)	Telegram Pub. Co. W. P. Small, Pres.-Pub.	Wesley P. Small H. P. Draheim		W. T. Manion (bm) C. H. Walrath (cm)	J. D. Ashley W. T. Manion (n)	T. F. Partion (ms)
HORNELL	Tribune									
15,649	(e) 8,886	.05	...	(I) (AP) (†) (J) (3¢) (97)	W. H. Greenhow Co. Mrs. Olive G. Buisch, Pres.	Miss S. Mabel Wombough A. F. J. Dralle (me)	W. H. Fleming (sp)	Mrs. Olive G. Buisch R. J. Crane (cm)	Frederick A. Deer	A. H. Howard (ms)
HUDSON	Register									
12,000	(e) 3,240x	.03	...	(D) (AP) (4¢, 20¢w) (19)	Evening Register, Pub. William S. Decker, Pres.	Pierre L. Dolan William S. Decker (me)	P. L. Dolan D. Wagoner (sp)	W. S. Decker (gm-bm) G. E. Pepper (cm)	Victor Blair	M. Davis (ms)
	Star (m) 3,040x	...	...	(R) (UP) (J) (4¢, 20¢w) (19)	Republican Corp. E. C. Van Loan, Pres.-Pub.	Henry M. James Frank L. Kent	Roland E. Miller		Emil F. Freniere	E. R. Aldbeck (ms)
	Combined daily (me) 6,280x	.06	...							
ITHACA	Journal									
20,000	(e) 8,788	.05	.24	(I) (AP) (4¢, 24¢w) (71)	Journal-News, Inc. Frank E. Gannett, Pres. Harry G. Stutz, Pub.	Harry G. Stutz	Wm. J. Waters (news ed & sp)	Harry G. Stutz Donald Simmonds (bm) Gerald Tucker (cm)	L. S. Pickering	
JAMAICA—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
JAMESTOWN	Post-Journal									
42,500	(e) 21,911	.09	.25	(I-R) (UP, AP, INS) (†) (4¢, 22¢w) (direct)	Jamestown Naper Corp. Mrs. R. C. Sheldon, Pres.	John A. Hall (me)	George Williamson John K. Minnock (sp)	J. Robt. Nelson T. Garwood Gilbert (cm)	J. R. Greenaway (a-n) J. Metcalf (cl)	A. Johnson (ms)
KINGSTON	Freeman									
30,018	(e) 10,043	.06	.10	(R) (AP) (†) (J) (5¢, 24¢w) (19)	Freeman Pub. Co. Lucia deL. Klock, Pres.	Louis R. Netter (me)	Richard O. Gruver	Harry duB. Frey Eugene Cornwell (cm)	Harry duB. Frey (a-n) Violet Cudney (cl)	J. E. Connelly (ms)
	Leader (m) 4,485	.045	...	(D) (UP) (J) (3¢, 18¢w) (32)	Leader Co., Inc. M. L. Comerford, Pres.	Nathan Markson Ira V. D. Warren (me)	Nathan Markson Chas. Tiano (sp)	Ira V. D. Warren G. E. Bruck (cm)	Floyd Edinger	Earl Gedney (ms)

War, the Housewife, and Her Local Newspaper

Point Rationing?

Coupons?

Scarcities?

OPA?

Canned Goods?

Ceiling Prices?

MEAT?

Gasoline?

Rationed Products?

Butter?

Without her local newspaper to explain the complexities of wartime rationing and *changing* government regulations (even among retailers, there is much confusion in interpreting the rules), the housewife would be lost—*completely lost.* Always eager and consistent newspaper readers, women today depend on the local newspaper for this indispensable news relating to wartime orders affecting their own communities. The Purchasing Agent for the American Family must know her rights and privileges under the law. Shopping is a problem that calls for plenty of 'Know How.' And don't forget, restrictions and rationing notwithstanding, the American housewife still insists on *Freedom of Selection.*

GANNETT NEWSPAPERS

The Rochester Times-Union, The Rochester Democrat & Chronicle, The Hartford, Conn., Times, The Elmira Star-Gazette, The Elmira Advertiser, The Elmira Telegram, The Utica Observer-Dispatch, The Utica Daily Press, The Ithaca Journal, The Newburgh News, The Beacon News, The Albany Knickerbocker News, The Ogdensburg Journal, Ogdensburg Sunday Advance News, The Plainfield, N. J., Courier-News, The Olean Times-Herald, The Malone Telegram, The Danville, Ill., Commercial News, The Saratoga Springs Saratogian, The Massena Observer

J. P. McKinney and Son—New York, Chicago, San Francisco

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
LITTLE FALLS 10,632	Times (e) 6,250	.04	.12	(I) (AP) (†) (J) (4¢, 20¢w) (60)	Crowley Pub. Corp. Charles D. Crowley, Pres.	John McGuire Chas. D. Crowley	John McGuire Ralph Weir (sp)	Chas. D. Crowley K. F. Crowley (bm) J. R. O'Neill (cm)	J. R. O'Neill	C. D. Crowley (ma)
LOCKPORT 28,000	Union-Sun & Journal (e) 8,982	.06	.05	(I) (AP) (†) (4¢, 24¢w) (60)	Union-Sun & Journal, Inc. E. D. Corson, Pres.-Pub.	T. E. Brundage		C. L. Palmeter (cm)	S. E. Wendel (n)	W. J. Kemble (apm) A. J. Clark (ma)
LONG ISLAND CITY—This is in Queens Borough, a part of New York City. See latter for newspaper listing.										
MALONE 3,742	Telegram (e) 5,161	.045	.12	(R) (AP) (†) (4¢, 18¢w) (71)	Malone Telegram, Inc. Frank E. Gannett, Pres.	Douglas N. Callander	Del. Forkey S. B. Ferris (sp)	Leon L. Turner	Leon L. Turner	Leon L. Turner (ma)
MAMARONECK 13,319	Times (e) 3,628	.035	...	(I) (AP, WCN) (†) (5¢, 20¢w) (60)	Mamaroneck-Larchmont Pub. Co., Inc. G. P. Forbes, Pres.	Richmond Campbell (me)	Richmond Campbell Mason Gould (sp)	Geo. P. Forbes W. L. Fanning (bm) Wallace E. Cardwell (cm)	Stanley G. Lehigh (ad cl) A. H. Francis (n)	C. Frederickson (ma)
MEDINA 5,871	Journal-Register (e ex Sat.) 2,423	.03	...	(R) (†) (J) (none)	Daily Journal Pub. Co. A. L. Waters, Pres.	A. L. Waters	R. H. Olds (sp)	A. Donvito (cm)	A. Donvito V. Rich (cl)	Edw. Bidell (ma)
MIDDLETOWN 22,000	Times-Herald (e) 6,755	.05	.15	(I) (UP) (†) (J) (5¢, 25¢w) (19)	Orange County Independent Corp. E. R. Harriman, Pres. Chas. E. Koons, Pub.	Geo. L. Seese Edw. P. Dougherty	Edw. P. Dougherty H. De Freitas (sp)	Chas. E. Koons (gm-bm) Vance Roosa (cm)	F. Sposato (a-el) C. E. Koons (n)	H. G. Dennis (ma)
MONTICELLO 3,737	Sullivan County News (e) 1,960	.03	...	(none)	Arthur C. Kyle, Jr.			Arthur C. Kyle (bm) Edna Meek (cm)	Ethel Magnes (n)	G. E. Thorne (ma)
MOUNT VERNON 68,651	Argus (e) 11,787	.06	...	(I) (AP, WCN) (†) (5¢, 20¢w) (60)	Westchester Newspapers, Inc. J. Noel Macy, Pres.	Robert Roth	Robert Roth Jack Wertis (sp)	Arthur C. Saunders W. L. Fanning (bm) Van Fris (cm)	W. G. Williamson A. H. Francis (n) G. W. Caswell (cl)	C. Frederickson (ma)
NEWBURGH 32,000	News (e) 10,845	...	...	(I) (UP) (†) (J) (5¢, 25¢w) (71)	Newburgh News Ptg. & Pub. Co. F. E. Gannett, Pres. F. H. Keefe, Pub.	C. D. Myers S. S. Cohen		F. H. Keefe Harry Cohen (bm) Evelyn F. Vought (cm)	Harry Cohen (a-n) Irving Knox (cl)	J. D. McIntosh (ma)
BEACON 12,572	News (e) 3,199	...	...							
	Combined daily (ma) 14,044	.09	.19							
NEW ROCHELLE 50,400	Standard Star (e) 11,661	.06	...	(I) (AP, WCN) (†) (5¢, 20¢w) (60)	Westchester Newspapers, Inc. J. Noel Macy, Pres.	Elmer Miller (me)	George S. Richards	Chas. H. Griffin W. L. Fanning (bm) Geo. Kullman (cm)	Guy Capocel A. H. Francis (n) Margaret Roach (cl)	C. Frederickson (ma)

NEW YORK CITY (7,454,995; 8,001,656 A. B. C. city)

BRONX BOROUGH, 1,960,000 (2,000,000 City Zone)

BRONX	Home News (e) 102,636	.33	.30	(I) (UP) (†) (J) (2¢, 5¢S; 18¢w) (none)	Bronx Home News Pub. Co., Inc. J. P. FitzMaurice, Pres.	Harry Goodwin	Harry Parsons Harold Singer (sp) W. F. Germaine (Su)	J. P. FitzMaurice (gm-cm) Chas. S. Horgan (bm)	S. S. Model (ad-dir-n) W. B. Sullivan (cl)	S. S. Model (dir) J. P. FitzMaurice (ma)
	Sunday edition (S) 103,263	.33	.30							

BROOKLYN BOROUGH, 2,698,285 (3,995,919 City Zone)

BROOKLYN	Citizen (e) 30,446	.12	...	(D) (UP) (11-2)	David J. McLean, Pres.-Pub.	James J. Dempsey Arthur Busch	A. J. Casey Wm. Granger (sp)	Edward F. Seixas (bm) Michael C. Liana (cm)	F. H. MacCallum William J. Punch (n) M. Liana (cl)	C. J. Marquart (ma)
	Eagle (e) 97,285	.35	.55	(I-D) (UP) (ROP-1) (†) (60)	Brooklyn Eagle, Inc. Frank D. Schroth, Pres.-Pub.	Edwin B. Wilson Andrew Bernhard (me)	Howard Swain Louis Niss (sp) George Currie (Su)	W. F. Crowell (bm) I. Cohen (cm)	John Dean (a-n) Geo. Barthelme (cl)	Chas. Schoen H. Alarick (apm) S. Lambert (ma)
	Sunday edition (S) 91,821	.35	.55							
	PM (e) 150,104	...	...	(UP) (R) (J) (5¢)	Field Publications Marshall Field, 2d., Pub.	John P. Lewis (me)	Richard Hanser Joe Cummiskey (sp) Wm. T. McCleery (Su)	Lowell L. Leake (bm) Harry Feldman (cm)		E. Levin (pm) Jas. McGowan (ma)
	Sunday edition (S) 144,351	...	...							

MANHATTAN BOROUGH, 2,729,000 (8,001,656 City Zone)

NEW YORK	Journal-American (e) 616,894	1.00	...	(INS, AP, UP) (ROP-1-3S) (†) (3¢, 5¢Sat; 10¢S) (16)	Hearst Consolidated Publications, Inc. W. R. Hearst, Sr., Pres. W. R. Hearst, Jr., Pub. W. A. Young, Asso-Pub.	Wm. A. Curley Robt. H. Wiley	Paul Schoenstein Max Kase (sp) Robt. H. Wiley (Su)	T. J. White T. E. J. Crowley (bm) J. W. Kenney (cm)	Walter A. Young J. Irvin (cl)	Sumner Collins (circ-pm) S. Lowenberg (apm) J. D. Garvey (ma)
	Sunday American (S) 1,028,588	1.25	...							
					*(Metropolitan circ. advertising rate $1.00 per line.)					
	Herald Tribune (m) 310,447	.83	.60	(I-R) (AP, UP) (3¢, 10¢S; *4¢-**5¢; *12¢-**15¢S) (104-85-26)	New York Tribune, Inc. Ogden Reid, Pres.	Ogden Reid George A. Cornish	L. L. Engelking Stanley Woodward (sp) H. T. Rowe (Su)	Howard Davis (bm) K. R. Winslow (cm)	William E. Robinson (ad-dir) Daniel E. Provost (n) Louis L. Heaton (cl)	Elsa Lang A. H. Burns (ma)
	Sunday edition (S) 534,363	.90	.65							
					(*Daily-Sunday—*outside 50 mile and **100 mile Area, respectively.)					
	Journal of Commerce & Commercial (m) 18,474	.32	...	(I) (AP, UP) (10¢) (92)	Journal of Commerce Corp. Joseph E. Ridder, Pres.-Pub.	Jules I. Bogen Arthur Krakmer	Lester Yelle and H. Luedicke (asso-ed)	Erwin A. Single C. N. Peterson (cm)	John Potesky Edw. Slawsky (cl)	Erwin A. Single A. M. Watson (ma)
	Mirror (m) 804,684	...	...	(I) (AP, UP, INS, SN) (*S) (2¢, 3¢, 5¢S) (12-69B)	Daily Mirror, Inc. Chas. B. McCabe, Pres.-Pub.	Jack Lait Hinson Stiles	Selig Adler Dan Parker (sp) Chas. A. Wagner (Su)	R. H. Johnson J. F. Cullen (bm) P. A. Bloom (cm)	Warren Kelly Walter Rompel (dir. of mag. com. & nat. adv.) Jas. Beatty (n) C. C. Armstrong (cl)	
	Sunday edition (S) 1,628,813	...	...							
	Morning Telegraph (m)	.33	...	(I) (UP) (†) (25¢)	Triangle Publications, Inc. W. H. Annenberg, Pres.	James Milner Edward Berger		Kenneth Friede W. J. Kennedy (bm-cm)	John Leighton (a-n)	
	Sunday edition (S)	.36	...							
	News (m) 2,013,200	$1.65	...	(I) (UP, AP, CT) (*S) (†) (J) (2¢, 5¢S) (96-39-33)	News Syndicate Co., Inc. J. M. Patterson, Pres.	Richard W. Clarke (me)	Robert G. Shand Ama Barker (Su)	R. C. Hollies F. M. Flynn (bm) W. B. Denhart (cm)	H. B. Sherwood (n) B. L. Moyer (cl)	W. R. Fritzinger H. W. Roper (apm) A. C. Smith (ma)
	Sunday edition (S) 2,816,228	$2.30	...							
	Daily News-Record (m)	.24	.26	(I) (J) (5¢) (63a, 88a, 17B)	Daily Trade Record Co. E. W. Fairchild, Pres.	J. R. Breen (me)		L. W. Fairchild H. Zwirner (cm)	E. P. Laskey Miss M. W. Tully (cl)	G. Julier (ma)
				(Note: Will accept color inserts.)						
	Post (e) 219,363	...	...	(I-L) (AP, DJ, CDN) (*Sat) (3¢, 5¢Sat.) (70)	New York Post, Inc. Mrs. D. S. Backer, Pres.-Pub.	T. O. Thackrey Paul A. Tierney	Edward P. Flynn Paul Keister (sp) J. Harpen (sp-Sat.)	Ted O. Thackrey Jas. Getleson (cm)	Mary McClung E. J. Kennelly (n)	Alex Gross E. Goodrich (ma)
	Saturday edition (Sat.) 164,725	...	...							
				(Note: 3 colors—Back page and center section, Sat. Art Gravure section.)						
	Sun (e) 276,805	.76	...	(I) (AP) (3¢-4¢) (10-110)	New York Sun, Inc. Wm. T. Dewart, Pres. Wm. T. Dewart, Jr., Pub.	Frank M. O'Brien Keats Speed	Edmond Bartnett Wilbur Wood (sp)	E. S. Friendly Jas. E. Hasenack (cm)	H. L. Goldman E. A. Sutphin (n) Philip Meyer (cl)	L. W. Merahn (pm) J. E. Martin (ma)
	Saturday edition (Sat.) 215,148	...	...							
	Times (m) 449,086	.83	...	(AP) (UP) (3¢, 10¢S) (112)	New York Times Co. Arthur H. Sulzberger, Pres.-Pub.	Charles Merz Edwin L. James	David H. Joseph Raymond Kelly (sp) Lester Markel (Su)	Julius Ochs Adler (V.P.-gm) Harold Hall (bm) Wm. B. Schleigh (cm)	J. W. Egan, Jr. Max Falk (n) C. M. Carroll (cl)	Ivan B. Veit C. J. Strang (ma)
	Sunday edition (S) 790,334	$1.11	...							
	Wall St. Journal (m) 32,242	.60	...	(I) (AP, UP, INS, RA, DJ) (7¢)	Dow, Jones & Co., Inc. K. C. Hogate, Pres.	Wm. H. Grimes Bernard Kilgore	Edw. Costenbader	K. C. Hogate Wm. T. Devlin (bm) R. H. O'Hair (cm)	R. M. Feemster (ad dir)	Leslie Davis Wilson Baden (apm) J. J. Ackell (ma)
				(Note: New York edition rate shown.)						
	Women's Wear Daily (e)	.24	.26	(J) (5¢) (63a-88a-17B)	Women's Wear Co. E. W. Fairchild, Pres.	Edw. Doorly (me)	S. E. Levine	L. W. Fairchild H. Zwirner (cm)	Miss M. W. Tully (cl)	G. Julier (ma)
				(Note: Will accept color inserts.)						
	World-Telegram (e ex Sat.) 377,898	.78	.45	(I) (UP, AP, SN) (3¢) (95)	N. Y. World-Telegram Corp. R. W. Howard, Pres.	Roy W. Howard Lee B. Wood (exec-ed)	B. O. McAnney Joseph Val (sp)	N. S. Macnaish (bm) H. J. Fletcher (asso-bm) A. B. McLean (cm)	Vernon Brooks (ad dir) Edwin T. Burke (n) Chas. Schwat (ret) Richard Murray (dept. store ad.) Monroe Gensler (cl)	W. E. Dempster W. R. Skehan (comp) W. J. Robinson (press) L. H. Conley (stereo) T. Finn (engrav.)
	Saturday edition (Sat.) 380,336	...	...							

NEW HIGHS

FOR THE MIRROR IN '42

A NEW HIGH IN CIRCULATION

1942 brought The Mirror its all-time high in average net paid. The Daily Mirror gained 27,403; Sunday Mirror, 145,313.

A NEW HIGH IN ADVERTISING

1942 was the ninth consecutive year in which advertisers increased their investment in the Mirror—the biggest advertising year in Mirror history!

Total Advertising Linage Gains and Losses 1942 vs. 1941

MIRROR		+243,402
M & S	B	−41,749
M & S	C	−406,157
M & S	D	−1,612,680
E & S	E	+78,427
Eve.	F	−525,660
Eve.	G	−1,150,896
Eve.	H	−1,633,010

Source: Media Records, Inc.

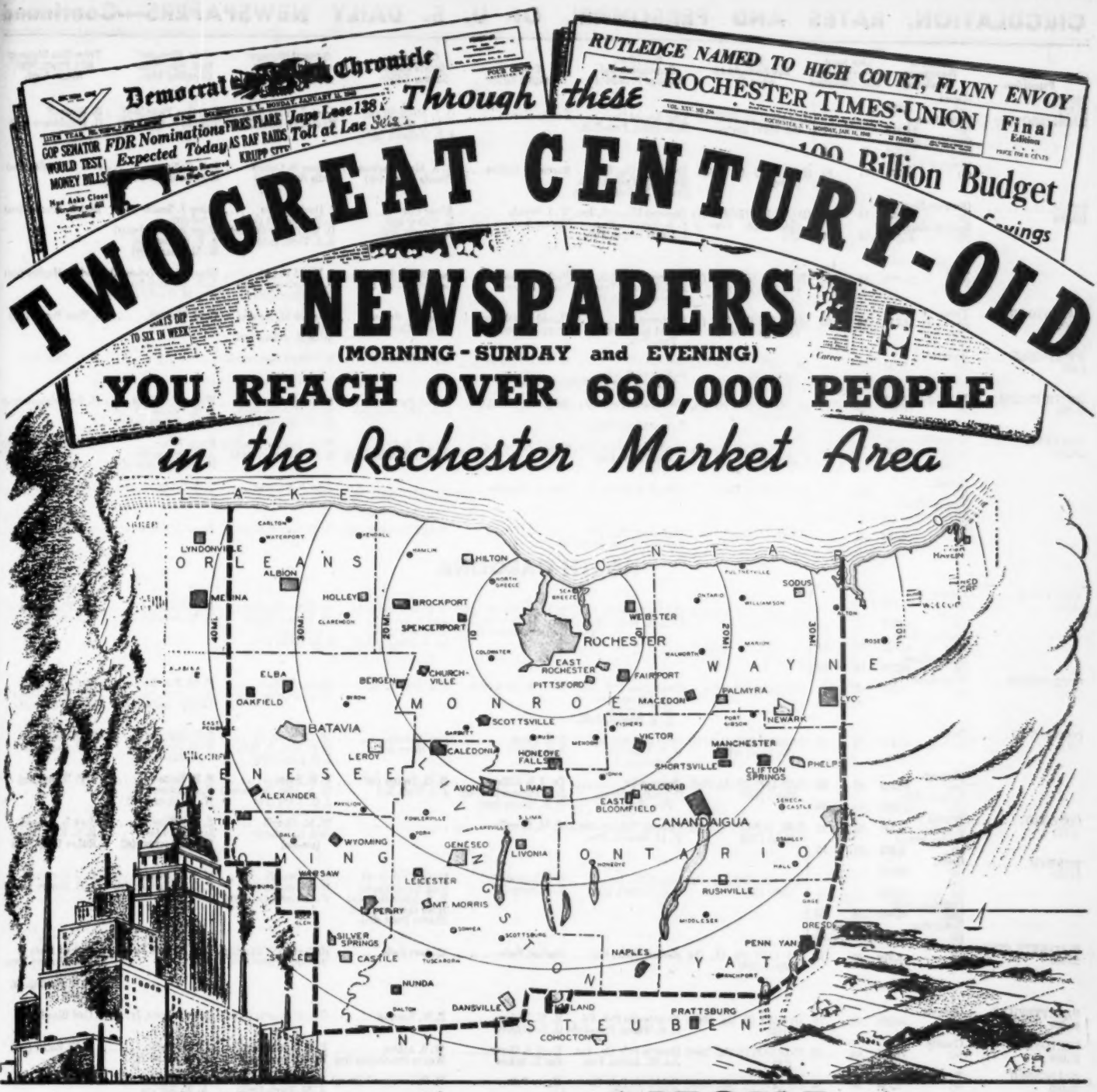
NEW YORK MIRROR

804,684 DAILY **1,629,813 SUNDAY**

(ABC for six months ended Sept. 30, 1942)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
QUEENS BOROUGH, 1,297,634										
JAMAICA 554,966 (City Zone)	Long Island Press (e) 104,954	.24	...	(I) (UP, SN) (3¢) (50)	L. I. Daily Press Pub. Co., Inc. William F. Hoffmann, Pres.-Pub.	Philip Hochstein	Edward Gottlieb Michael A. Lee (sp)	Theo. Newhouse Victor Worland (cm)	Theo. Newhouse Frank Reis (n)	H. Young (ma)
	Queens Evening News (e)	.15	...	(I-R) (UP) (†) (2¢) (32)	Queens County Evening News, Inc. E. E. Early, Pres.-Pub.	E. E. Early A. G. Doyle (me)	Royal R. Riley Harold Montgomery	Wm. T. Tooker Joseph Fazio (bm) Geo. K. Burnside (cm)	Wm. T. Tooker J. R. Kelly (cl)	H. Goodman (ma)
LONG ISLAND CITY 590,229 (City Zone)	Star-Journal (e) 47,814	.16	...	(I) (UP) (†) (3¢) (50)	Newspaper Enterprises, Inc. W. F. Hoffmann, Pres.-Pub.	Eugene Farrell (me)	Horace Taft Robt. Mann (sp)	Theo. Newhouse Victor Worland (cm)	Theo. Newhouse Frank Reis (n) Harold Newhouse (cl)	Jacob Pike (ma)
RIDGEWOOD 150,000	Long Island Advocate (e ex Sat.) 10,475	.10	.15	(INS) (†) (J) (2¢, 10¢w) (79)	L. I. Daily Advocate, Inc. Wm. E. Weiler, Pres.-Pub.	Louis E. Reichhold	Frank Sherkel Jerry Mentz (sp)	V. Stanley (gm-bm) Albert Jaeger (cm)	Louis Royal	J. Wm. Maase (ma)
RICHMOND BOROUGH, 174,441										
STATEN ISLAND 158,346	Advance (e) 31,230x	.12	...	(I-D) (UP, INS) (†) (3¢) (50)	Advance Co., Inc. S. I. Newhouse, Pres.	Dan Harper	Lee deL. Landes Hal J. Squier (sp)	Theo. Newhouse (bm) John M. Kearns (cm)	Frank Rock Frank Reis (n) R. W. Stevenson (cl)	F. Rock (pm) Frank Parker (ma)
NEW YORK STATE (Continued)										
NIAGARA FALLS 92,000	Gazette (e) 28,208	.09	.20	(I-R) (AP, UP) (†) (J) (3¢, 18¢w) (60)	Gazette Pub. Co. A. C. Deuel, Pres.-Pub.	N. Franklin Maddever A. C. Deuel	Lee Gooding M. J. Quinlan (sp)	A. C. Deuel (gm-bm) C. C. Frost (cm)	Robt. T. Harrold (a-n) Alan Stambusky (cl)	W. E. Kester (ma)
NORWICH 8,694	Sun (e) 3,040	.03	...	(I-R) (AP) (J) (4¢) (105)	Norwich Pub. Co., Inc. Edw. H. Clark, Pres.	P. L. Clark	W. E. Bellinger F. P. Browne (sp)	Edward H. Clark H. Figary (cm)	Claude Page Ruth Clayton (cl)	J. A. Haynes (ma)
NYACK 5,206	Journal-News (e) 8,663	...	...	(I) (INS) (†) (3¢, 21¢w) (32)	Landrock Pub. Corp. Chas. J. Hardy, Jr., Pres.-Pub.	Norman R. Baker	Vincent Martire (sp)	Frederick R. Miller (gm-bm) Martin Magai (cm)	Samuel McCreery	.....
OGDENSBURG 17,000	Journal (e) 5,304 Advance-News (S) 3,915	.05 .05	.10 .10	(I-R) (AP, UP) (†) (J) (5¢, 21¢w) (71) (D)	Northern N. Y. Pub. Co., Inc. F. E. Gannett, Pres. F. R. Little, Pub.	Franklin R. Little (e) Henry Belgard (Su) Charles S. Cantwell (me)	Chas. S. Cantwell Arvis Chalmers (sp) Henry Belgard (Su)	Franklin R. Little Hugh B. Lancaster (bm) Ray E. Houk (cm)	F. R. Little (a-n) Mrs. Norma Nall (cl)	R. E. Houk W. E. Gallagher (ma)
OLEAN 21,506	Times Herald (e) 11,634	.06	.15	(I) (UP) (†) (J) (3¢, 18¢w) (71)	Times-Herald Corp. M. G. Fitzpatrick, Pres.-Pub.	H. R. Helsby John J. Morton	Arthur H. Wakelee	E. B. Fitzpatrick John J. Crowley (bm) H. A. McCaul (cm)	J. V. Bronold H. A. McCaul (n) Robt. Neiler (cl)	Wm. Haas (ma)
ONEIDA 10,599	Dispatch (e) 4,010	.03	.10	(R) (UP) (†) (J) (3¢, 15¢w) (69)	Dispatch Corp. Winthrop S. Tuttle, Pres.-Pub.	Harold D. Nims	Torrey A. Cruthers	Walter E. Pardoe (bm) Chas. L. Custer (cm)	Vincent P. McHugh	L. W. Farrington (ma)
ONEONTA 12,500	Star (m) 9,575	.055	.12	(I) (AP) (†) (J) (4¢, 20¢w) (69)	Otsego Pub. Co. F. A. Lee, Pres.-Pub.	.....	A. M. Learned J. G. Gunthrup (sp)	F. M. H. Jackson (bm) F. M. Shippey (cm)	B. O. Mason M. H. Fisher (n)	A. L. Irish (ma)
OSSINING 13,231	Citizen-Register (e) 3,386	.03	...	(I) (AP, WCN) (†) (5¢, 25¢w) (60)	Westchester County Pub., Inc. J. Noel Macy, Pres.	Joseph L. Naar (me)	Joseph L. Naar (me) Theo. Sanchagrin (sp)	W. L. Fanning (bm) Robt. Crawford (cm)	Austin Judd A. H. Francis (n) Beatrice Ackling (cl)	C. Frederickson (ma)
OSWEGO 25,000	Palladium-Times (e) 12,382	.06	.12	(I) (AP, UP) (†) (J) (5¢, 24¢w) (19)	Palladium-Times, Inc. Clark Morrison, Pres. E. M. Waterbury, Pub.	C. T. Leighton E. V. Hobbie	Clark Morrison J. Russell Gill (sp)	E. M. Waterbury (bm) J. E. Steinburg (cm)	Wm. Wolfe T. A. Cloutier (n) K. O. Mentor (cl)	T. A. Cloutier W. Wolfe (spm) E. J. Shea (ma)
PEEKSKILL 17,353	Star (e) 5,272	.04	...	(I) (AP, WCN) (†) (4¢, 24¢w) (60)	Peekskill Star Corp. Donald F. Ikeler, Pres.	E. J. Albertson (me)	J. Donald Albertson James Napier (sp)	D. F. Ikeler (bm-gm) Max Feldman (cm)	Geo. Levinton A. H. Francis (n) Donald F. Ikeler (cl)	R. Ogden (ma)
PLATTSBURGH 14,251	Press-Republican (m) 4,676	.04	.08	(I) (AP, UP) (†) (3¢, 15¢w) (97)	Sentinel Pub. Co., Inc. Mary M. Dunphy, Pres.	T. Harold Weldon	F. L. Provost (co-sp)	Wm. M. Lynch (gm-bm) Leo Provost (cm)	L. H. Coulbron	P. McLeod (ma)
PORT CHESTER 23,165	Item (e) 8,062	.045	...	(I) (AP, WCN) (†) (5¢, 20¢w) (60)	Item Publishers, Inc. J. Noel Macy, Pres.	E. J. Hughes (me)	Laurence Angel Aldo Regliano (sp)	E. J. Hughes W. L. Fanning (bm) R. W. Happ (cm)	B. P. Sprague A. H. Francis (n) Pearl Coleman (cl)	C. Frederickson (ma)
PORT JERVIS 10,000	Union-Gazette (e) 1,855	.03	.06	(I-R) (AP) (†) (J) (5¢, 25¢w) (none)	Tri-States Pub. Co., Inc. F. D. Salmon, Pres.-Pub.	D. N. Raynor (me)	R. Frederick (sp)	.....	W. R. Happ	J. W. Brass (ma)
POUGHKEEPSIE 43,000	New Yorker (e) 15,817 New Yorker (S) 13,119	.09 .09	.25 .25	(I) (AP) (†) (5¢, 10¢S, 35¢w) (60)	Poughkeepsie Newspapers, Inc. Merritt C. Speidel, Pres. Edward A. Chappell, Pub.	Clifford J. Nuhn (ed'l-dir) Charles J. Murray (news ed)	Ray G. Walter Ed. Rosell (sp) H. J. Thomsen (Su)	Edw. A. Chappell Richard E. Coon (bm) Eric MacInnes (cm)	R. W. Beeler Will Todd (n) Margaret Gordon (cl)	Marjorie L. Clifford Frank Jacobs (ma)
ROCHESTER 334,975	Democrat & Chronicle (m) 86,929 Sunday edition (S) 124,746	... ...	.36 ...	(R) (AP, UP, INS) (†) (4¢, 10¢S, 20¢w-m) (71)	Gannett Co., Inc. F. E. Gannett, Pres.-Pub.	H. W. Sanford George R. Shoals	Wilbur G. Lewis (co-day) A. Merrill (co-night) Elliott Cushing (sp) Clifford Carpenter (Su)	E. R. Davenport F. Neal Murphy (bm) Jas. H. Gorman (cm)	Al Mahar Irving Fink (n) A. T. Powderly (cl)	H. B. Bloomfield J. A. Burke (ma)
	Times-Union (e) 162,819 Combined daily (me) 189,548 Evening & Sunday (eS) 227,385	... ...	.30 ... .48	(I) (AP, UP, INS) (†) (4¢, 20¢w)	Gannett Co., Inc. F. E. Gannett, Pres.-Pub.	Frank E. Gannett Joseph T. Adams	A. M. Miller Matt Jackson (sp)	E. R. Davenport F. A. Glover (bm) Frank Roberts (cm)	M. M. DuBois I. H. Fitch (n) W. H. Liddle (cl)	F. A. Glover John A. Burke (ma)
ROCKVILLE CENTRE	Nassau Review-Star (See Hempstead town.)									
ROME 42,000	Sentinel (e) 12,627	.07	.14	(I-D) (AP) (†) (J) (4¢, 24¢w) (60)	Sentinel Co. B. C. Barnard, Pub.	B. C. Barnard Fritz Updike	Arlene La Rue Francis Regan (sp)	B. C. Barnard (gm-bm) J. T. Kahler (cm)	W. P. Doyle	.....
SALAMANCA 10,000	Republican-Press (e) 2,431	.03	.06	(I-R) (AP) (J) (3¢, 18¢w) (none)	B. B. & M. Weber, Pubs.	Matthew Weber	John L. F. King Les Smith (sp)	Matthew Weber (bm) Carol W. Austin (cm)	Colbert A. Bennett (a-n) Carol W. Austin (cl)	A. F. Baldwin (ma)
SARANAC LAKE 7,138	Adirondack Enterprise (e) 2,466	.035	...	(I-R) (AP) (3¢) (89)	John S. Ridenour, Pub.	R. L. Stewart (news)	.....	J. S. Ridenour (bm) Elliott Dysinger (cm)	O. S. Allen (n)	C. Proctor (ma)
SARATOGA SPRINGS 13,705	Saratogian (e) 10,386	.05	.06	(R) (AP) (4¢, 24¢w) (71)	Saratogian, Inc. F. E. Gannett, Pres.-Pub.	W. Howard Moody	John O. Jones (sp)	W. H. Moody (gm-bm) Thomas J. Quilty (cm)	Garrett S. Smith	S. Wetherbold (ma)
SAUGERTIES 3,916	Post (e) 902	.018	...	(†) (J) (2¢) (none)	.....	Joseph W. Frankel	.....	J. W. Frankel	.....	G. E. DuBois (spm) G. W. Martin (ma)
SCHENECTADY 120,000	Gazette (m) 28,459	.08	.20	(I-D) (AP, UP) (†) (J) (4¢, 24¢w) (90)	Gazette Co., Inc. Austin N. Liecty, Pres.	Dudley T. Hill	John E. N. Hume, Jr. John Bonafacio (sp)	Austin N. Liecty Elmer Laycock (cm)	J. G. Green (adv-dir) E. P. Blanchard (cl)	.....
	Union-Star (e) 27,065	.08	.15	(I-R) (AP, UP) (†) (J) (4¢, 24¢w) (60)	Union Pub. Co. C. W. Callanan, Pres.	Philip H. Wertz (me)	A. Dorn A. DeSantis (sp)	Paul L. Gross K. L. Butler (cm)	P. M. Hart E. R. Cullings (n) D. R. Hathaway (cl)	R. Seymour (ma)
SYRACUSE 208,592 214,168 (ABC City)	Herald-Journal (e) 105,244 Herald-American (S) 180,653 Post-Standard (m) 72,717 Sunday edition (S) 87,980	.28 .33 .22 .24	... ... .30 .35	(I) (UP, AP, INS, CON) (ROP-I) (5¢, 10¢S) (14) (I) (AP) (*S) (ROP-I) (†) (4¢, 10¢S; 34¢w) (60)	Herald Co. Mary E. Jenkins, Pres. E. A. O'Hara, Pub. Post-Standard Co. Horace White, Pres. Ernest L. Owen, Pub.	Frank W. Clark (me) Robt. L. Voorhees (asso-ed)	Robert D. Chryst L. J. Skiddy (sp) W. Clark (Su) A. V. Brewster Wm. Reddy (sp) Eileen Wilson (Su)	James M. Armstrong (cm) A. J. Gordon (bm) Edw. W. Hixson (cm)	Walter Bligh Robert O. Smith (n) J. J. Haggerty (cl) Henry H. Keller Gordon Drushel (n) N. S. Cole (cl)	E. A. O'Hara, Jr. C. Rinne (ma) Alfred J. Snell (pm)
TARRYTOWN 15,997	News (e) 2,862	.06	...	(I) (AP, WCN) (†) (5¢, 25¢w) (60)	Westchester County Publishers, Inc. J. Noel Macy, Pres.	Wallace Odell (me)	Joseph Naar	Wm. J. Cannon W. L. Fanning (bm) R. C. Crawford (cm)	W. J. Cannon A. H. Francis (n)	C. Frederickson (ma)
THE TONAWANDAS TONAWANDA & NORTH TONAWANDA	News (e) 5,189	.04	.07	(I) (UP) (†) (3¢, 18¢w) (22)	Tonawanda Pub. Corp. Chas. E. Hewitt, Jr., Pres.-Pub.	Chas. E. Hewitt, Jr. Edwin T. Hitchcock	Edwin T. Hitchcock (co-sp)	Chas. E. Hewitt, Jr. Ruth B. Hewitt (bm) Emmett Whalen (cm)	Edw. C. Pohl Darcy Hilts (n) Lewis Jones (cl)	Darcy Hilts Wm. Rinesmer (ma)



....and these are the sort of PEOPLE they are!

... Men and Women who are working day and night in hundreds of factories producing vital equipment for the armed forces, and commodities essential to our civilian life ... Men, Women and Children who are gathering the harvest on nearly twenty thousand farms to feed our fighters, our workers and the needy of other lands.

660,000 Men, Women and Children whose needs and wants, whose living scale and buying habits should loom large in the minds of manufacturers and retailers planning promotions for the rest of 1943 and 1944. Their responsiveness to new ideas and their consistent higher buying power, has made this an outstanding market in the Nation in time of peace and in time of war.

THEY WILL SPEND MORE THAN $300,000,000 IN RETAIL STORES
THEY WILL INVEST MORE THAN $50,000,000 IN WAR SAVINGS BONDS IN 1943

Detailed market data gladly furnished upon request

Rochester Times-Union - Democrat and Chronicle

GANNETT NEWSPAPERS, REPRESENTED BY J. P. McKINNEY & SON . . NEW YORK • CHICAGO • SAN FRANCISCO

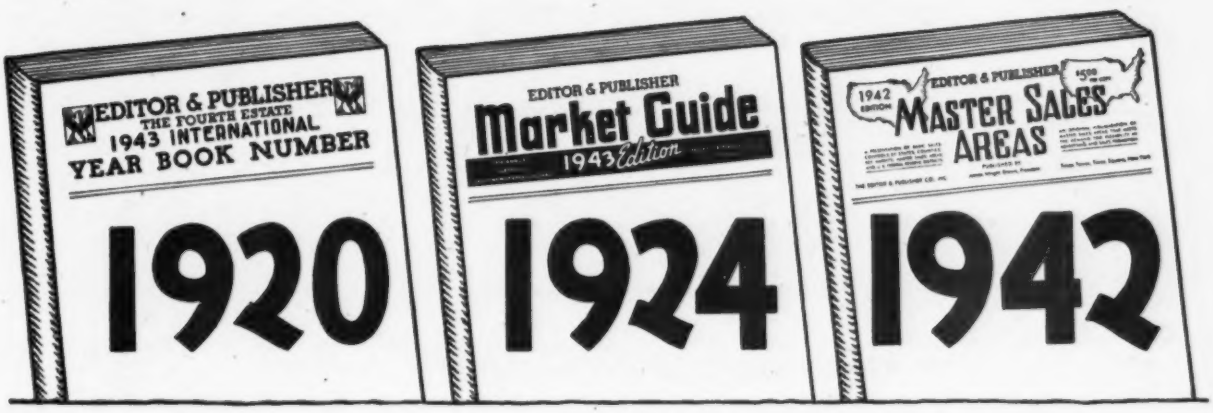
CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
TROY	Record									
70,304	(m) 8,169	...	...	(I) (AP, UP, INS) (†) (4¢, 24¢w) (none)	Troy Record Co. D. B. Plum, Pres.-Pub.	Dwight Marvin	C. A. McGrath and A. T. Sliter J. J. McGrath (sp)	Frank L. York (bm) Edward G. Buck (cm)	J. Arthur Viger (a-n) Thomas F. Quinn (cl)	B. Wyckoff G. Hutchinson (ms)
115,264 (ABC City)	Times-Record (e) 32,219	...	...							
	Combined daily (me) 38,388	.12	.15							
	Observer Budget (S) 16,772	.05	.10	(I-D) (UP) (J) (10¢) (none)	Troy Pub. Co., Inc. Eugene R. Collins, Pub. Francis M. Collins, Pres.	Eugene R. Collins	A. A. MacNaughton Francis Rivett (sp)	Eugene R. Collins Louis Rubin (cm)	J. E. Collins S. McLoughlin (n)	J. J. McCauley (ms)
UTICA	Observer-Dispatch									
103,000	(e) 38,065x	.12	.30	(I) (AP, UP) (ROP-2) (†) (4¢, 10¢S; 22¢w-d) (71)	Observer-Dispatch, Inc. F. E. Gannett, Pres. J. David Hogue, Pub.	W. J. Woods Vincent S. Jones (me)	Elmer Cox L. Wilbur (sp) H. Semple (Su)	J. David Hogue A. F. Keilbach (bm) D. W. Tanner (cir-dir) A. J. Vaeth (cm)	Harry J. Benner (ad-dir) Elmer Pierce (ad-mgr) A. F. Keilbach (n) W. M. Baaske (cl)	Earl N. Hughes (ms)
	Sunday edition (S) 31,177x	.10	.30							
	Press (m) 19,456x	.08	.30	(I) (AP) (ROP-2) (†) (4¢, 22¢w) (71)	Observer-Dispatch, Inc. F. E. Gannett, Pres. J. David Hogue, Pub.	Paul Williams Emlyn Evans	Jack W. Kelly Leonard Wilbur (sp)	J. David Hogue A. F. Keilbach (bm) C. H. Favor (cm)	Elmer Pierce (ad-mgr.) A. F. Keilbach (n) Wm. M. Baaske (cl)	Earl N. Hughes (ms)
WATERTOWN	Times									
36,000	(e) 39,250	.16	.20	(R) (AP, UP, CDN) (†) (4¢, 24¢w) (none)	Brockway Co. Harold B. Johnson, Pres.-Pub.	Harold B. Johnson Harry F. Landon	Gordon J. Bryant John G. Case (sp)	Clarence M. Kendall (bm) Alton H. Adams (cm)	C. M. Kendall	J. Vern Porter (ms)
WELLSVILLE	Reporter									
6,600	(e) 3,742	.03	...	(R) (AP) (†) (J) (3¢, 15¢w) (62)	Reporter Co. E. Willard & Mrs. Lillian L. Barnes, Pubs.	E. Willard Barnes	Rae L. Rowan	E. Willard Barnes (bm)		R. C. Cook (ms)
WHITE PLAINS	Reporter-Dispatch									
41,230	(e) 12,186	.06	...	(I) (AP, WCN) (†) (5¢, 20¢w) (60)	Westchester Co. Publ., Inc. J. Noel Macy, Pres.	Benjamin Carroll (me)	Robert Patterson Robt. O'Connor (sp)	Benjamin Carroll W. L. Fanning (bm) Robert Knowles (cm)	Walter Hutchings A. H. Francis (n) C. MacKenzie (cl)	C. Frederickson (ms)
YONKERS	Herald-Statesman									
144,287	(e) 28,132	.11	...	(I) (AP, WCN) (†) (5¢, 20¢w) (60)	Herald-Statesman, Inc. J. Noel Macy, Pres.	Oxie Reichler (me)	Wm. F. Seely Harry J. Williams (sp)	W. L. Fanning (gm-bm) R. M. Hofmann (cm)	Frank Baker A. H. Francis (n) Raymond Dykes (cl)	C. Frederickson (ms)
	Record (e)	.04	...	(D) (3¢, 5¢S) (97)	Terence A. Brady	John A. Brennan		John A. Brennan	T. A. Brady	
	Sunday edition (S)	.0715	...							
	Times (m) 4,104	.04	...	(D) (†) (J) (2¢) (77-5)	Nepperhan Ptg., Inc. Norman H. Orr, Pres.-Pub.		Robert Stevenson (sp)	A. P. Lyon (bm-cm)	Steve G. Nemec	

NORTH CAROLINA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ASHEVILLE	Citizen									
51,310	(m) 24,985	...	...	(D) (AP, UP) (†) (5¢, 10¢S) (58)	Citizen-Times Co. Chas. A. Webb, Pres.	D. Hiden Ramsey (m) Chas. K. Robinson (e) Walter S. Adams (me)	O. C. Dawkins (m) John E. Jones (e) Paul Jones (sp-m) Jas. A. Brown (sp-e)	D. Hiden Ramsey W. Randall Harris (asst. gm) J. R. Marks (cm)	Roy Philips H. M. Schachte (cl)	Roy Phillips (apm) C. Baber (ms)
	Times (e) 16,447	...	...							
	Combined daily (me) 41,432	.15	.30							
	Citizen-Times (S) 36,782	.15	.30							
BURLINGTON	Times-News									
12,198	(e) 7,464	.05	...	(I-D) (AP) (5¢) (18)	Times-News Pub. Co. D. A. Rawley, Pres. R. B. Terry & D. A. Rawley, Pubs.	Staley A. Cook (me)	E. J. Hamlin	Staley A. Cook D. C. Johnson (cm)	R. M. Fonville R. J. Nally (n) Carolyn Andrews (cl)	Staley A. Cook R. J. Nally (apm) E. D. Joyner (ms)
CHARLOTTE	News									
103,000	(e) 47,856	.12	.18	(D) (AP) (ROP-1) (†) (J) (5¢, 20¢w) (58)	News Pub. Co., Inc. W. C. Dowd, Jr., Pres.-Pub.	J. E. Dowd B. S. Griffith	Reed Sarratt Ray Howe (sp)	W. C. Dowd, Jr. E. H. Hall, Jr. (bm) J. B. Kilgo (cm)	I. W. Williams W. E. Jordan (n) T. K. Moore (cl)	W. J. Reilly C. B. Capps (ms)
	Observer (m) 96,342	.19	.30	(I-D) (AP) (†) (5¢, 10¢S, 25¢w) (100)	Observer Co. Curtis B. Johnson, Pres.-Pub.	Dr. J. S. Miller J. A. Parham (asso-ed) E. B. Hunter (me)	H. G. Trotter (ce) J. J. Wade (sp)	P. H. Batte H. A. Allen (sec.-treas.) J. G. Ward (cm)	P. H. Batte H. A. Rouser (n) W. W. Moores (cl)	J. P. White (ms)
	Sunday edition (S) 105,643	.19	.30							
CONCORD	Tribune									
15,572	(e ex Sat.) 5,796	.04	.12	(I-D) (AP-UP) (†) (5¢, 18¢w) (105)	Concord Tribune, Inc. W. M. Sherrill, Pres.	W. M. Sherrill		W. M. Sherrill Zack L. Roberts (bm-cm)	E. Ray King Steve Wall (n) Ethel Honeycut (cl)	Zack L. Roberts E. R. King (apm) Ruben Utley (ms)
	Sunday edition (S) 5,879	.04	.12							
DURHAM	Herald									
62,350	(m) 19,153	...	...	(I) (AP, UP) (†) (5¢, 10¢S) (58)	Herald Co., Inc. C. C. Council, Pres.	L. S. Laprade (m) J. R. Barry (e)	Mack Webb (ce-e) Fred Haney (ce-m) E. V. Mitchell (sp-m) Hugo Germino (sp-e) Charles Pratt (Su)	C. C. Council D. J. Germino (bm) W. G. Carrington (cm)	M. F. Murdaugh C. C. Molholland (cl)	D. J. Germino J. R. Dowdy (ms)
	Sun (e) 15,339	...	...							
	Combined daily (me) 34,492	.15	.20							
	Herald-Sun (S) 21,017	.11	.20							
ELIZABETH CITY	Advance									
20,600	(e) 6,614	.05	.15	(D) (AP) (†) (J) (5¢, 15¢w) (105)	Herbert Peele, Pub.	Herbert Peele	Herbert Peele	Herbert Peele (gm-bm) Bernard Proctor (cm)	Mrs. Herbert Peele	Herbert Peele Mrs. Herbert Peele (apm) C. G. Fearing, Jr. (ms)
FAYETTEVILLE	Observer									
40,000	(e) 10,089	.06	.10	(I) (AP) (†) (5¢, 20¢w) (105)	Fayetteville Pub. Co. C. R. Wilson, Pres.-Pub.	H. W. Hickey G. G. Myrover	P. W. Sparrow	Geo. Cromartie (cm)	John Roberts, Jr.	Carl Bland (ms)
GASTONIA	Gazette									
35,000	(e) 11,321	.06	.10	(I-D) (AP) (†) (5¢, 20¢w) (18)	Gazette Pub. Co., Inc. Jas. W. Atkins, Pres.	Hugh A. Query Ben E. Atkins	W. S. Atkins Wayne Pennington (sp)	E. D. Atkins (bm) W. R. Upton (cm)	M. L. Wallis E. D. Atkins (n)	O. O. Baber (ms)
GOLDSBORO	News-Argus									
25,000	(e) 5,734	.05	.13	(I) (AP) (†) (5¢, 20¢w) (105)	Goldsboro Pub. Co. Talbot Patrick, Pres.-Pub.	Henry Belk	H. Hollingsworth (ce-sp)	A. W. Fell (bm) A. M. Davis (cm)	A. F. Carrere A. W. Fell (n) C. Brown (cl)	L. R. Harris (ms)
GREENSBORO	News									
73,855	(m) 50,607	...	...	(I)						
(Met. Greensboro)	Record (e) 14,253	...	...	(D) (AP, UP, INS) (†) (5¢d, 10¢S, 25¢w-m, 20¢w-e) (82)	Greensboro News Co.	H. W. Kendall (m) A. D. Jones (e) Jas. F. Reynolds (me-m) F. F. Hendley (me-e)	T. E. Wagg, Jr. Jack Horner (sp-m) S. Barrier (sp-e) H. W. Kendall (Su)	P. T. Hines W. T. Corbin (cm)	G. W. Lemons, Jr. Margaret V. Neal (n) Gaines Kelley (cl)	E. O. Aslinger (ms)
	Combined daily (me) 64,860	.18	.24							
	News (S) 54,290	.15	.24							
GREENVILLE	News-Leader									
12,674	(m ex M.)	.025	...	(D) (UP) (†) (3¢) (34)	Staton Pub. Co., Inc. D. W. Mosier, Pub.	D. W. Mosier		I. H. Morris (bm) Chester H. Walsh (cm)	I. H. Morris	
	Sunday edition (S)	.025	...							
	Reflector (e) 3,225	.02	...	(I-D) (†) (5¢) (24)	D. J. Wichard, Jr.	D. J. Wichard, Jr.		D. J. Wichard (bm) Mrs. C. M. Warren (cm)	S. L. Bridges (n)	
HENDERSON	Dispatch									
14,000	(e) 3,552	.03	.12	(D) (AP) (†) (5¢, 15¢w) (32)	Dispatch Co., Inc. Henry A. Dennis, Pres.	Henry A. Dennis	Ray Hull (ce-sp)	H. A. Dennis (gm) M. L. Finch (gm-bm) J. H. Hicks (cm)	M. L. Finch	L. E. Cansler (ms)
HENDERSONVILLE	Times-News									
5,000	(e) 3,340	.03	...	(I) (UP) (†) (5¢, 15¢w) (36)	Times-News Co., Inc. J. T. Fain, Pres.	J. T. Fain C. M. Ogle	Henry Atkin	J. T. Fain G. R. Fain and C. M. Ogle (bm)	C. M. Ogle	J. Freeman (ms)
HICKORY	Record									
16,000	(e) 10,696	.05	.12	(I) (AP) (ROP-1) (†) (5¢, 15¢w) (103)	Gifford Pub. Co. L. C. Gifford, Pub.	L. C. Gifford F. Vander Linden	Mrs. Emmett Willis Wake Bridges (sp)	L. C. Gifford (gm-bm) Harold Smith (cm)	W. W. Weaver, Jr. L. C. Gifford (n) Melba Bowman (cl)	L. T. Thornbrough (ms)
HIGH POINT	Enterprise									
36,745	(e) 13,283	.06	.065	(I) (AP) (†) (5¢, 20¢) (18)	High Point Enterprise, Inc. R. B. Terry, Pres. D. A. Rawley, & R. B. Terry, Pubs.	Robt. L. Thompson	Sue Chackles Page Holder (sp)	H. A. Cecil (gm-bm) C. B. Lofflin (cm)	C. W. Patterson, Jr. D. A. Rawley (n) E. G. Jarvis (cl)	C. P. Patterson, Jr. H. W. Mathews (ms)
	Sunday edition (S) 13,229	.06	.065							
KANNAPOLIS	Independent									
28,240	(m ex M.) 5,240	.035	.12	(I) (AP, UP) (5¢, 18¢w) (34)	Kannapolis Pub. Co. Roy C. Propst, Jr., Pres. J. L. Moore, Pub.	William Workman J. L. Moore	Harry Gwin Mack McKa (sp)	Richard Burriss J. L. Moore (bm) Howard Hamilton (cm)	L. F. Gillam J. L. Moore (n) Betty Moore (cl)	J. R. McClellan (ms)
	Sunday edition (S) 5,240	.035	.12							
KINSTON	Free Press									
17,500	(e) 5,306	.035	.12	(I) (UP) (†) (3¢, 15¢w) (77-5)	Free Press Co., Inc. H. Galt Braxton, Pres.-Pub.	H. Galt Braxton J. P. Strother	J. P. Strother (ce-sp)	H. Galt Braxton Frank Horton (cm)	F. Horton (acting) H. Galt Braxton (n)	J. F. Ballard (ms)

ACTION AT THE RIGHT TIME



WHEN CONDITIONS CALL FOR EXTRA EFFORT—
EDITOR & PUBLISHER RESPONDS WITH EXTRA SERVICE

In 1920 when signs pointed to a post-war slump (recall the depression of 1921?) EDITOR & PUBLISHER introduced a service that was needed by the entire publishing and advertising field. Since then each year has seen this service grow stronger and more necessary. Proof?—this year advance orders reached a new and never dreamed of high point. We refer to EDITOR & PUBLISHER'S YEAR BOOK.

In 1924 when business saw the dawn of a welcome boom period, national advertisers and their agencies became market conscious. EDITOR & PUBLISHER again responded to the demand for service. It pioneered in the field of market research. It still leads. Unmatched and constantly looking for new ways to feature the great newspaper markets, another exclusive EDITOR & PUBLISHER — THE MARKET GUIDE.

Last year (1942) defense activities and war plans consolidated as never before in the history of our nation. Conservation of time, labor problems and new marketing difficulties suddenly demanded easier, quicker visualization of markets. EDITOR & PUBLISHER responded with a new survey of—MASTER SALES AREAS. Eleven regional colored maps visualizing distribution of buying power and influence of daily newspapers.

ORIGINAL EDITOR & PUBLISHER SERVICES

USE THEM—PROFIT BY THEM—WATCH FOR MORE

If your problems deal with newspapers and newspaper markets, remember there is only one HEADQUARTERS for newspaper information.

WRITE, TELEPHONE OR VISIT

EDITOR & PUBLISHER Times Tower, Times Square, New York, N. Y.
Telephone: BRyant 9-3052

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
LUMBERTON 7,000	Robesonian (e) 4,591	.04	.06	(I) (AP) (†) (J) (5¢, 10¢w) (none)	The Robesonian, Inc. J. A. Sharpe, Sr. Pres.	J. A. Sharpe, Sr.	Ray Pitman	John A. Tudor (bm) Mrs. F. Dunnie (cm)	John A. Tudor	B. S. Ewards (ms)
MOREHEAD CITY 3,695	Twin City Times (e) 1,903	.03	...	(D) (AP) (5¢) (24)	H. B. Utley, Pub.	H. B. Utley	Mrs. D. G. Bell	H. B. Utley	C. B. Utley H. B. Utley (n)	J. Hollidaye (ms)
NEW BERN 11,815	Sun-Journal (e ex M.) 4,461	...	...	(I) (AP) (†) (5¢, 15¢, 20¢w) (105)	Sun-Journal, Inc. C. A. Eury, Pres.-Pub.	T. M. Diggs		C. A. Eury	C. A. Eury (n)	D. L. Reynolds (ms)
	Sun-Journal (m) 1,857	...	...							
	Combined edition (me) 6,318	.05	.15							
	Sunday edition (S) 1,587	.05	.15							
RALEIGH 53,661	News & Observer (m) 72,548	.15	.16	(D) (AP, UP) (ROP-2) (†) (5¢, 25¢w) (17)	News & Observer Pub. Co., Inc. Josephus Daniels, Pres.-Pub.	Josephus Daniels A. J. McKevlin	A. J. McKevlin (acting) R. Herbert (sp) Thos. Walker (Su)	Frank Daniels C. H. Herring (cm)	R. H. Carson Evelyn Sadler (cl)	L. F. Alford (ms)
	Sunday edition (S) 75,041	.15	.16							
	Times (e) 16,891	.08	.08	(I) (AP) (ROP-2) (J) (5¢, 20¢w) (105)	Times Pub. Co., Inc. John A. Park, Pres.-Pub.	John A. Park I. M. Cheek (me)	John H. Marshall Reese Hart (sp)	John A. Park Albert P. Park (bm-cm)	Geo. R. Hooks Emily P. Koonce (cl)	H. W. Boyce (ms)
REIDSVILLE 10,381	Review (e ex Sat.) 4,560	.035	.09	(I-D) (UP) (†) (5¢, 12¢w) (32)	The Review Co. Manton Oliver, Pres.-Pub. Wm. M. Oliver (V.P.)	Manton Oliver		C. R. Oliver (bm) Mrs. Mildred G. Reed (cm)	C. R. Oliver Mrs. Mildred G. Reed (cl)	C. R. Oliver (apm) W. M. Oliver (ms)
ROCKY MOUNT 25,900	Telegram (e) 7,630	.05	.10	(I-D) (AP) (†) (J) (5¢, 15¢w) (105)	Rocky Mount Pub. Co. Josh L. Horne, Pres.-Pub.	Vernon F. Secriest (ms)	V. S. Hobyard Bugs Barringer (sp)	Josh L. Horne A. L. Brandon (bm) R. M. Dunston (cm)	A. L. Brandon C. V. Smith (n)	L. G. Smith (ms)
SALISBURY 28,111 (ABC City)	Post (e) 11,989	.06	.12	(I-D) (AP) (†) (5¢, 13¢w) (105)	Post Pub. Co. Stable Linn, Pres. J. F. Hurley, Pub.	Spencer Murphy C. F. Daniel	John Harden (news) Bill Peeler (sp)	J. F. Hurley Rex Bellis (cm)	P. G. Laughridge A. R. Monroe (cl)	P. G. Laughridge (apm) F. H. McRae (ms)
	Sunday edition (S) 12,031	.06	.12							
SHELBY 15,000	Star (e) 6,540	...	...	(D) (AP) (†) (J) (5¢, 15¢w) (none)	Star Pub. Co. Lee B. Weatherr, Pres.-Pub.	Holt McPherson (me)	John W. Cannon	Henry Lee Weathers (bm) J. C. Jenkins (cm)	L. E. Dail	C. H. Hardin (ms)
STATESVILLE 11,550	Daily (e) 3,200	...	...	(I-D) (AP) (5¢) (none)	Pegram A. Bryant	P. A. Bryant		P. A. Bryant		
	Record (e ex Sat.) 3,462	.035	...	(I) (UP) (J) (5¢, 10¢w) (32)	C. E. Middlesworth, Pub.	C. E. Middlesworth				
TARBORO 7,500	Southerner (e) 2,375	.02	.12	(D) (AP) (†) (J) (5¢, 10¢w) (24)	Tarboro Ptg. Co., Inc. H. C. Bourne, Pres. Henry C. Bourne and V. H. Creech, Pubs.	P. G. Shackell	P. G. Shackell (ce-sp)	V. Herman Creech	V. Herman Creech	V. H. Creech H. H. Hill (ms)
WASHINGTON 8,569	News (e) 3,350	.03	...	(D) (AP) (J) (5¢) (24)	Wheeling News Corp. H. C. Ogden, Pres.	C. McK. Thompson (me)	John McLeod	H. A. Eckhoff Wm. Waters (cm)	Wm. Waters	George Walston (ms)
WILMINGTON 30,000	Star (m) 11,440	...	...	(AP) (17)	R. B. Page, Owner-Pub.			J. Walter Webb (bm)		
	News (e ex Sat.) 8,744	...	...							
	Combined daily (me) 20,184	.09	...							
	Star-News (S) 16,706	.09	...							
WILSON 19,234	Times (e) 5,021	.04	.10	(D) (AP) (†) (J) (5¢, 15¢w) (24)	P. D. Gold Pub. Co. John D. Gold, Pres.-Pub.	John D. Gold	Ed. W. Davis (ce-sp)	John D. Gold Mrs. E. G. Swindill (bm)	P. O. Barnes Miss E. S. Clarke (n-cl)	P. O. Barnes H. E. Ferrell (ms)
WINSTON-SALEM 85,000	Journa (m) 27,950	...	...	(I-D) (AP, UP) (ROP-1) (†) (5¢, 10¢S, 25¢w-m, 25¢w-e, 40¢w-meS, 30¢w-mS or eS) (60)	Piedmont Pub. Co. Gordon Gray, Pres.-Pub.	Santford Martin J. W. Bacon (me-e) A. E. King (me-m)	G. H. Caldwell (ce-m) Alton Jackson (oe-e) Nady Cates (sp-e) Frank Spencer (sp-m) A. E. King (Su)	W. K. Hoyt R. R. Richmond (bm) B. L. Welfare (cm)	Rex Freeman (a-n) R. H. Marshall (cl)	D. J. Chipman C. L. Ray (ms)
	Sentinel (e) 22,761	...	...							
	Combined daily (me) 50,711	.14	.18							
	Journal & Sentinel (S) 34,597	.08	.18							

NORTH DAKOTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BISMARCK 15,000	Tribune (e) 7,751	...	.18	(I) (AP) (†) (J) (5¢, 20¢w) (97-82a)	Bismarck Tribune Co., Inc. Stella I. Mann, Pres.-Pub.	Kenneth W. Simons	John Hjelle Lyle Porter (sp)	W. S. Moeller G. C. Rowley (cm)	Wm. Moeller Alice A. Schneider (cl)	Wm. S. Moeller (apm) Russell Young (ms)
MANDAN 6,685	Pioneer (e) 3,005	...	...	(I-R) (AP) (†) (J) (5¢) (97-82a)	Pioneer Pub. Co. E. A. Tostevin, Pres.-Pub.	C. F. Pierce	Forrest Edwards	E. A. Tostevin E. D. Tostevin (cm)	W. C. Tostevin	M. J. Pavlik (ms)
	Combined edition (e) 10,756	.08	.30							
DEVIL'S LAKE 6,500	Journal (e-ex Sat.) 3,164	.035	...	(I) (AP) (†) (J) (5¢, 15¢w) (92-82a)	H. W. Fredericks, Pub.	H. W. Fredericks	R. B. Pixley M. Koonts (sp)	H. W. Fredericks R. L. Burckhard (cm)	M. R. Graham W. H. Fredericks (n) E. Stevens (cl)	W. Brekken (ms)
DICKINSON 6,010	Press (m-ex M.) 3,895	.035	.055	(I) (AP) (†) (J) (5¢, 15¢w) (4-82a)	Dickinson Pub. Co. W. K. Johnson, Pres.	Gordon MacGregor J. P. Carlin	E. J. Buckingham, Jr. John Murphy (sp)	Gordon MacGregor G. Basil Magee (cm)	G. V. Dill Iona Bollinger (cl)	G. Basil Magee G. V. Dill (apm) P. J. Baseflug (ms)
FARGO 32,580	Forum (m-ex M.) 18,691x	...	...	(I-R) (AP, UP) (†) (mer) (5¢, 25¢w) (60)	Forum Pub. Co. Mrs. J. C. Black, Pres. Norman D. Black, Pub.	H. D. Paulson S. W. Hooper	Gifford Herron E. Fitzgerald (sp)	Norman D. Black J. F. Payne (cm)	Harry R. Hill (ad dir) Jas. A. Black (n) J. J. Hogan (loc)	A. W. Oliver (ms)
	Forum (e) 14,580x	...	...							
	Combined daily (me) 34,271x	.14	.20							
	Sunday edition (S) 33,844x	.12	.20							
GRAND FORKS 20,228 23,739 (ABC City)	Herald (m-ex M.) 19,691x	...	...	(I) (AP) (†) (mer) (5¢, 25¢w) (92)	Grand Forks Herald, Inc. M. M. Oppegard, Pres.-Pub.	W. P. Davies M. M. Oppegard	L. C. Tinnes C. D. Locklin (sp) F. J. O'Neil (Su)	M. M. Oppegard B. E. Thomson (cm)	W. J. Brown Fred Pearson (cl)	T. A. Evanson
	Herald (e) 14,580x	...	...							
	Combined daily (me) 34,271x	.10	.15							
	Sunday edition (S) 33,844x	.10	.15							
JAMESTOWN 10,000	Sun (e) 4,341	.045	.12	(I) (AP) (†) (5¢, 20¢w) (97-82a)	Hansen Bros., Inc. P. M. Hansen, Pres.	James W. Hanson		B. G. Hansen (bm-gm) A. N. Tordoff (cm)	B. G. Hansen	L. Richardson (ms)
MINOT 16,577	News & Optic Reporter (e) 13,134	.08	.08	(I) (AP) (†) (5¢, 15¢w) (60-82A)	Hal S. Davies, R. C. Dobson, M. H. Davies, C. E. Jones, P'tners. Hal S. Davies, Pub.	Hal S. Davies W. H. Johnson	Sidney Goldish	Hal S. Davies M. Sundstrom (cm)	Raymond C. Dobson	Walter Boos (ms)
VALLEY CITY 5,850	Times-Record (e) 3,245	.03	.12	(I-R) (AP) (J) (5¢) (none)	Alberta E. Trubshaw, Pub.		Phil Mark (ce-sp)	E. G. Dibbern (bm) Lois Parsons (cm)	E. G. Dibbern	O. H. Mason (ms)
WILLISTON 6,000	Herald (e-ex Sat.) 4,763	.035	.03	(I) (AP) (J) (5¢) (56)	Williston Herald Co. Harry E. Polk, Pres.-Pub.	Harry E. Polk Anders J. Hauge	Neale Clark (ce-sp)	Harry E. Polk (gm-bm) Rose E. Randall (cm)	O. C. Lunde	

OHIO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
AKRON 278,903	Beacon-Journal (e) 115,585	.23	.42	(I) (AP, UP, INS, CDN) (S) (†) (3¢, 10¢S, 23¢w) (100)	Beacon-Journal Pub. Co. John S. Knight, Pres.-Pub.	John S. Knight James P. Rosemond	Charles Miller Jas. W. Schlemmer (sp) Murray Powers (Su)	J. H. Barry K. L. Milburn (bm) Jos. M. Aylward (cm)	Roger A. Burrell A. F. Falk (n) Robt. M. Wheeler (cl)	A. F. Falk (apm) Le Roy Church (ms)
	Sunday edition (S) 99,710	.21	.36							
ALLIANCE 26,000	Review (e) 12,261	.055	.18	(R) (AP) (J) (3¢, 18¢w) (30)	Review Pub. Co. Mrs. Alice C. Hoiles, Pres.-Pub.	N. A. Geyer A. J. Hoiles	Clarence Steffy John Hanlon (sp)	Paul C. Siddall (gm-bm) Henry Unteh (cm)	C. E. DeGraw Ruth Dougherty	Clarence Templeton (ms)

A SALUTE TO UNCLE SAM'S JUNIOR SALESMEN!

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

BEACON JOURNAL NEWSPAPER BOYS

1st place in OHIO

5th in U.S.

IN SALE OF WAR SAVINGS STAMPS

11,680,353 STAMPS SOLD

as of January 23rd, 1943

The effort of our boys to help Uncle Sam win the war has placed The Beacon Journal FIRST among Ohio Newspapers and FIFTH among all newspapers in the United States, in the sale of War Stamps.

The blanket coverage of the Akron Market by The Beacon Journal enabled our boys through their personal contact with our daily readers, in their own homes, to establish a record that has been recognized and commended by the United States Treasury Department.

We are proud of our Carriers, and their District Managers who through their cooperation and guidance helped them to attain this goal. Their combined efforts have furnished an inspiring example for all Americans to follow.

★

Akron's HOME NEWSPAPER CONTINUES TO GROW

Akron, a great industrial center, is growing with each new day. Keeping pace with Akron's increasing population is the circulation of The Beacon Journal. For the month of December, Beacon Journal Daily circulation averaged 120,855; Sunday, 107,796. This is an increase over December 1941 of 4,769 Daily and 11,895 Sunday.

For complete coverage of this free-spending market at one low cost, place your sales messages in Akron's only daily newspaper.

★

Ohio's Senator, Harold H. Burton, congratulates Beacon Journal Carrier Boys.

United States Senate
WASHINGTON, D. C.

December 27, 1942

Mr. Joseph M. Aylward
Circulation Manager
The Akron Beacon-Journal
Akron, Ohio

Dear Mr. Aylward:

Recently the results of the War Savings Stamp sales campaign held in connection with National Newspaper Boys' Day have come to my attention and I am glad to know that Ohio led the nation in these sales, and by a sizable margin.

I note also the fine work that the newspaper boys from the Akron Beacon-Journal have been doing in this respect and I congratulate the boys and you for this work.

The job which was done by these boys in this War Savings Stamp sales campaign is but another example of the many reasons why we can all have faith in the future of America.

With best wishes,

Yours sincerely,

Harold H. Burton

HB:W:k

AKRON BEACON JOURNAL

Represented by: Story, Brooks & Finley

New York, Philadelpnia, Chicago, Cleveland, Los Angeles, Atlanta

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ASHLAND 13,000	Times-Gazette (e) 6,947	.035	.08	(I) (UP) (ROP 1) (J) (3¢, 18¢w) (30)	Ashland Ptg. Co. Edgar Koehl, Pres. R. M. Beer (V.P.)	Harry L. Horne	Wm. G. McKee (ce-sp)	Edgar Koehl (bm) Bertha E. Kerr (cm)	S. A. Fluke Ruth McConnell (cl)	Fred Koehl M. G. Bachmann (ma)
ASHTABULA 21,655	Star-Beacon (e) 12,937	.05	.15	(R) (UP) (ROP-1) (4¢, 18¢w) (30)	(†) Ashtabula Ptg. Co. C. A. Rowley, Pres.-Pub.	J. S. Gotshall	Milton Alfred (sp)	C. A. Rowley G. H. Leggett (bm) E. A. Olson (cm)	G. O. Mayborn D. C. Rowley (n) L. L. Dute (cl)	D. C. Rowley (pm) G. O. Mayborn (apm) Howard Healy (ma)
ATHENS 7,656	Messenger (e ex Sat.) 14,331 Sunday edition (S) 14,981	.05 .05	.12 .12	(I) (AP) (ROP-2) (5¢, 25¢w) (30)	(†) Messenger Pub. Co., Inc. Mrs. F. W. Bush, Pres. Gordon K. Bush, Pub.	Gordon K. Bush Chas. H. Harris	Wm. F. Smiley G. E. Mitchell (sp-Su)	Gordon K. Bush (gm-bm) Fred W. Weber (cm)	P. O. Nichols Miss F. Harvey (n) Carl Sylvester (cl)	
BELLEFONTAINE 9,808	Examiner (e) 6,409	.03	...	(I) (INS) (†) (2¢, 10¢w) (30)	H. K. Hubbard & Co.			F. G. McCracken		
BELLEVUE 6,127	Gazette (e) 2,300	.02	...	(I) (UP) (†) (J) (3¢) (30)	Gazette Pub. Co. M. J. Callaghan, Pres.	R. C. Meier P. M. Callaghan			F. J. Edwards P. M. Callaghan (n)	W. M. Stephenson (ma)
BOWLING GREEN 7,190	Sentinel-Tribune (e) 4,536	.035	.04	(R) (INS) (†) (J) (3¢, 15¢w) (30)	Sentinel Co. Spencer A. Canary, Pres.	Spencer A. Canary. Ivan Lake	Ivan E. Lake (sp)	Alfred Haswell (gm-bm) F. Fluhart (cm)	G. W. Katzenmeyer Allyn Draper (cl)	Carl Jolley (ma)
BUCYRUS 10,000	Telegraph-Forum (e) 5,001	.035	.10	(I-R) (UP) (†) (4¢, 18¢w) (30)	Crawford Cty. P. & P. Co. R. C. Hoiles, Pres.-Pub.	Rowland R. Peters		C. H. Hoiles Wayne Phelps (bm) Benj. Anslow (cm)	Adam Boryeska Wayne Phelps (n) Walter Clady (cl)	H. C. Wolfe (ma)
CAMBRIDGE 15,100	Jeffersonian (e) 12,059	.05	.12	(I) (UP) (ROP-1) (4¢, 18¢w) (30)	(†) Jeffersonian Co. Frank B. Amos, Pres.	Harry W. Amos Frank B. Amos	J. V. Stone R. W. Amos (sp) E. Sheehan (tele)	Frank B. Amos T. S. Moorehead (bm) R. S. Moorehead (cm)	L. H. Merrick T. S. Moorehead (n) W. A. Smith (cl)	F. B. Amos L. H. Merrick (apm)
CANTON 132,473	Repository (e) 52,002 Sunday edition (S) 54,160	.14 .14	.24 .24	(R) (AP, UP, INS) (†) (4¢, 7¢S, 27¢w-e & S) (100) (Color-comic section.)	Canton Repository Div. of Brush-Moore Newspapers, Inc. Louis H. Brush, Pres. Roy D. Moore, Pub.	John D. Raridan Clayton G. Horn	E. C. Hamilton Harry Yockey (sp) E. Broadwater (Su)	Roy D. Moore Joseph K. Vodrey (bm) E. M. Grimes (cm)	Vic. Merson Wm. J. Babb (cl)	C. C. Peebles (comp) N. S. Cordray (stereo) F. C. Blattert (press)
CELINA 4,900	Standard (e) 4,700	.025	.05	(D) (UP) (J) (3¢, 15¢w) (24)	Standard Ptg. Co. F. A. Snyder, Pres.-Pub.	Parker R. Snyder				
CHILLICOTHE 20,129	News-Advertiser (m ex M.) 3,135 Gazette (e ex Sat.) 8,809 Combined daily (ms) 11,944 Ohioan (S) 11,014	... ... .06 .06	... ... .06 .06	(I-D) (I-R) (AP) (†) (J) (3¢, 18¢w) (30)	Chillicothe Newspapers, Inc. Merritt C. Speidel, Pres. J. K. Hunter, Pub.	J. K. Hunter Howard C. Oyer (me)	E. A. Ortman (ce-m) G. A. Chandler (ce-e) A. Zurcher (sp-m) R. McCarty (sp-e)	N. L. Kellenberger (bm) Z. S. McKee (cm)	O. O. Overly Owen Meredith (n) Robt. Schaefer (cl)	J. Hixon (pm) Harry Roose (ma)
CINCINNATI 455,610 895,662 (ABC City)	Enquirer (m) 131,017 Sunday edition (S) 217,251	.22 .40	... ...	(D) (AP, UP, INS) (*S) (ROP-3) (†) (3¢, 12¢S) (14)	Wm. F. Wiley, Pub. Roger Ferger, Asst. Pub.	W. F. Wiley John W. LaRue (me)	Lee Evans R. W. Saxton (sp) W. M. Thompson (Su)	Andrew Wiley (bm) C. W. Staab (cm)	Stanley A. Ferger Geo. Schultz (n) W. H. Pickett (cl)	H. D. Rindsberg (ma)
	Post (e) 154,956	.29	...	(I) (UP, SHNA) (ROP-2) (†) (3¢) (95)	Post Pub. Co. Frederick W. Giesel, Pres.	Carl D. Groat Frank Aston	Robt. Linn Joe Aston (sp)	F. W. Giesel (bm) Shiel Dunsker (cm)	Henry W. Manz Wm. C. Savage (n) L. H. Keller, Sr. (cl)	Frank Koester Harold O. Riesz (apm)
	Times-Star (e) 156,382	.30	.28	(R) (AP, INS, NANA) (ROP-3) (†) (J) (3¢, 18¢w) (68-30-66)	Times-Star Co. Hulbert Taft, Pres.-Pub.	Hulbert Taft Edw. Steinborn	Robt. C. Harris Nixon Denton (sp)	George Fries (gm-bm) A. H. Grossheim (cm)	Karl T. Finn P. Cottrell (n) C. H. Bayer (cl)	

MEMBERS OF THE ASSOCIATED BUSINESS PAPERS

National Headquarters: 369 Lexington Avenue, New York City

The Associated Business Papers, Inc.— W. J. Rooke, W. E. C. Smith Publishing Co., Atlanta, Ga., chairman of board; Earl Shaner, Penton Publishing Co., 1213 West Third St., Cleveland, O., president; Joseph S. Hildreth, Chilton Co., Chestnut & 56th Sts., Philadelphia, Penn., vice-president; Kingsley L. Rice, Power Plant Engineering, 53 West Jackson Blvd., Chicago, Ill., treasurer; S. A. Knisely, The Association Business Papers, 369 Lexington Ave., New York, N. Y., executive vice-president.
Advertising Age, 100 E. Ohio St., Chicago
Advertising and Selling, 9 East 38th St., New York
Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit
American Artisan, 6 N. Michigan Ave., Chicago
American Aviation
American Building, Washington, D. C.
American Builder and Building Age
105 West Adams St., Chicago
American Business
Ravenswood & Leland Aves., Chicago
American Machinist,
330 West 42nd St., New York
American Paint Journal
3713 Washington Ave., St. Louis
American Perfumer and Essential Oil Review (The)
9 East 38th St., New York
American Printer (The)
9 East 38th St., New York
Architectural Record
119 W. 40th St., New York
Automotive and Aviation Industries
Chestnut and 56th Sts., Philadelphia
Aviation, 330 West 42nd St., New York
Bakers' Helper, 330 South Wells St., Chicago
Bakers Weekly, 45 West 45th St., New York
Blast Furnace and Steel Plant
108 Smithfield St., Pittsburgh
Boot and Shoe Recorder
100 E. 42nd St., New York
Bus Transportation
330 W. 42nd St., New York
Butane-Propane News
1709 West 8th St., Los Angeles
Canadian Grocer
481 University Ave., Toronto, 2, Canada
Canadian Transportation
70 Bond St., Toronto, Canada
Chain Store Age-Administration Edition
185 Madison Ave., New York
Chain Store Age-Druggist Edition
185 Madison Ave., New York
Chain Store Age-General Merchandise Variety Store Executives Edition
185 Madison Ave., New York
Chain Store Age-Variety Store Managers Edition
185 Madison Ave., New York
Chain Store Age-Grocery Executives Edition
185 Madison Ave., New York
Chain Store Age-Grocery Managers Edition
185 Madison Ave., New York
Chemical Industries
522 Fifth Ave., New York
Chemical and Metallurgical Engineering
330 West 42nd St., New York
Coal Age, 330 West 42nd St., New York
Concrete, 400 West Madison St., Chicago
Construction Methods
330 West 42nd St., New York
Corset and Underwear Review
1170 Broadway, New York
Cotton, Grant Building, Atlanta
Crockery & Glass Journal
1170 Broadway, New York
Daily Metal Trade
1213 W. Third St., Cleveland
Diesel Power and Diesel Transportation
192 Lexington Ave., New York
Domestic Engineering
1900 Prairie Ave., Chicago
Electrical Contracting
330 W. 42nd St., New York
Electrical Merchandising
330 W. 42nd St., New York
Electrical South, Grant Building, Atlanta
Electrical West, 68 Post St., San Francisco
Electrical World, 330 W. 42nd St., New York
Electronics, 330 W. 42nd St., New York
Engineering and Mining Journal
330 W. 42nd St., New York
Engineering News-Record
330 W. 42nd St., New York
Factory Management and Maintenance
330 W. 42nd St., New York
Fashion Accessories
1170 Broadway, New York
Fire Engineering, 24 W. 40th St., New York
Food Industries, 330 W. 42nd St., New York
Foundry (The), 1213 W. Third St., Cleveland
Gas, 1709 W. 8th St., Los Angeles
Gas Age, 9 E. 38th St., New York
Glass Digest, 225 Lafayette St., New York
Hardware Age, 100 E. 42nd St., New York
Hardware and Metal (of Canada)
481 University Ave., Toronto, 2, Canada
Hardware World
160 N. La Salle St., Chicago
Heating & Ventilating
148 Lafayette St., New York
Heating, Piping and Air Conditioning
6 North Michigan Ave., Chicago
Hospital Management
100 E. Ohio St., Chicago
Hotel Management
71 Vanderbilt Ave., New York
Hotel Monthly (The)
950 Merchandise Mart, Chicago
Hotel World-Review
71 Vanderbilt Ave., New York
House Furnishing Review
1170 Broadway, New York
Ice Cream Trade Journal (The)
305 E. 45th St., New York
Industrial Marketing
100 E. Ohio St., Chicago
Infants' and Children's Wear Review
1170 Broadway, New York
Inland Printer (The)
309 W. Jackson Blvd., Chicago
Iron Age (The)
100 E. 42nd St., New York
Jewelers' Circular-Keystone (The)
100 E. 42nd St., New York
Laundry Age, 9 E. 38th St., New York
Linens and Domestics
1170 Broadway, New York
Machinery, 148 Lafayette St., New York
Manufacturing Confectioner
400 W. Madison St., Chicago, Ill.
Marine Engineering and Shipping Review
30 Church St., New York
Metal Finishing, 11 W. 42nd St., New York
Metals & Alloys,
330 W. 42nd St., New York
Mill Supplies, 330 W. 42nd St., New York
Modern Brewery Age
624 South Michigan Ave., Chicago
Motor Age
Chestnut and 56th Sts., Philadelphia
National Cleaner & Dyer (The)
305 E. 45th St., New York
National Petroleum News
1213 W. Third St., Cleveland
National Provisioner (The)
407 South Dearborn St., Chicago
Oil and Gas Journal (The)
211 S. Cheyenne Ave., Tulsa, Okla.
Oil Weekly (The)
3301 Buffalo Drive, Houston, Tex.
Paper Industry and Paper World (The)
59 East Van Buren St., Chicago
Paper Mill News (The)
1440 Broadway, New York
Pencil Points, 330 W. 42nd St., New York
Petroleum Engineer (The)
P. O. Box 1589, Dallas, Tex.
Petroleum Refiner
3301 Buffalo Drive, Houston, Tex.
Photographic Trade News
381 Fourth Ave., New York
Power, 330 W. 42nd St., New York
Power Plant Engineering
53 W. Jackson Blvd., Chicago
Printers' Ink, 205 E. 42nd St., New York
Product Engineering
330 W. 42nd St., New York
Purchasing, 205 E. 42nd St., New York
Railway Age, 30 Church St., New York
Railway Electrical Engineer
30 Church St., New York
Railway Engineering and Maintenance
105 W. Adams St., Chicago
Railway Mechanical Engineer
30 Church St., New York
Railway Signaling
105 W. Adams St., Chicago
Restaurant Management
71 Vanderbilt Ave., New York
Rock Products
309 W. Jackson Blvd., Chicago
Sales Management
386 Fourth Ave., New York
Sewage Works Engineering
24 W. 40th St., New York
Shears (Package Manufacturing Journal)
360 N. Michigan Ave., Chicago
Sheet Metal Worker
45 W. 45th St., New York
Southern Automotive Journal
Grant Building, Atlanta
Southern Power and Industry
Grant Building, Atlanta
Standard Rate & Data Service
333 N. Michigan Ave., Chicago
Starchroom Laundry Journal (The)
305 E. 45th St., New York
Steel, 1213 W. Third St., Cleveland
Textile Bulletin
218 W. Morehead St., Charlotte, N. C.
Textile World, 330 W. 42nd St., New York
Tide, 232 Madison Ave., New York
Timberman (The)
519 S.W. Park Ave., Portland, Ore.
Traffic World (The)
418 South Market St., Chicago
Transit Journal, 330 W. 42nd St., New York
Water Works Engineering
24 W. 40th St., New York
Water Works and Sewerage
330 S. Wells St., Chicago
Welding Engineer (The)
506 S. Wabash Ave., Chicago
Western Advertising
564 Market St., San Francisco, Calif.
Western Flying
304 S. Broadway, Los Angeles, Calif.
Wholesaler's Salesman (The)
330 W. 42nd St., New York

White House News Photographers Association

President, George M. Dorsey, Pathe News, Inc.; Sec-Treas., George R. Skadding, Associated Press Photos.

STILL PICTURE SYNDICATES

Acme Newspictures, Inc.—1013-13th St., N.W., George R. Gaylin.
Associated Press Photos—330 Star Bldg., G. W. Churchill.
Harris & Ewing—1313 F St., N.W., Andrew J. May.
International News Photos—1317-1321 H St., N.W., Joseph E. Marsland.
Wide World Photos—330 Star Bldg., Joseph D. Jamieson.
Life Magazine, Time Inc.—Thomas D. McAvoy.

MOTION PICTURE NEWSREELS

Fox Movietonews, Inc.—756 Munsey Bldg., Anthony Muto.
M-G-M News of the Day—M-G-M Exchange, 1005 New Jersey Ave., N.W., J. C. Brown.
Paramount News—Paramount Exchange, 306 H St., N.W., Robert H. Denton.
Pathe News, Inc.—504 Albee Bldg., George M. Dorsey.
Universal Newsreel, Inc.—1005 New Jersey Ave., N.W., James E. Lyons.

NEWSPAPER PHOTO DEPARTMENTS

Washington Daily News—1023-13th St., N.W., Wm. C. Beall.
Washington Post—Post Bldg., 1337 E St., N.W., Hugh Miller.
Washington Evening Star—Star Bldg., 11th & Pa. Ave., N.W., Irwin Pridgeon.
Washington Times-Herald—1317-1321 H St., N.W., G. E. Tankersley.

Thanks to many readers of *Editor and Publisher*, the Times-Star carried nearly 1,000,000 more lines of display advertising during 1942 than the other evening paper . . . 2,500,000 more lines than the morning paper . . . and 3,000,000 more lines than the Sunday paper, to complete 35 consecutive years of leadership.

As Cincinnati's oldest and largest daily, the Times-Star feels deeply its responsibility as the advertiser's basic selling medium in this more important than ever $350,000,000 market. In the new year just beginning we rededicate our efforts to deserving once again these vital selling responsibilities.

CINCINNATI TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief

Owners and Operators of Radio Station WKRC

NEW YORK: Martin L. Marsh, 60 East 42nd St. • CHICAGO: Fred D. Burns, 333 N. Michigan • FAR WEST: J. E. Lutz, 435 N. Michigan, Chicago

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
CIRCLEVILLE 7,982	Herald (e) 3,821	.025	...	(I-D) (UP) (ROP-1) (3¢) (30)	Circleville Pub. Co. W. J. Galvin, Pres. T. E. Wilson, Pub.	T. E. Wilson Glen Geib	Glen Geib	T. E. Wilson M. E. Shea (cm)	T. E. Wilson A. Shea (n-cl)	P. Carruthers (apm) M. A. Neff (ms)
CLEVELAND 1,295,476 (Greater Cleveland)	News (e) 116,196	.31	.38	(I-R) (AP, INS) (ROP-2) (†) (4¢, 22¢w) (60)	Forest City Pub. Co.	N. R. Howard Hugh Kane	Howard Beanfait Herman Goldstein (sp)	C. F. McCahill J. V. Madigan (cm)	Leo P. Doyle L. J. Conroy (n) C. L. Fuller (cl)	B. Goldstein W. V. Cowgill (ms)
	Plain Dealer (m) 223,616	.44	.45	(I-D) (AP, UP, INS) (*S) (ROP-3) (†) (4¢, 12¢S, 22¢wm) (112)	Forest City Pub. Co. John S. McCarrens, Pres.	Paul Bellamy Stanley Barnett	E. P. Derthick Samuel D. Otis (sp) W. G. Verpe (Su)	J. S. McCarrens J. A. Van Buren (bm) Joseph Madigan (cm)	Sterling E. Graham B. A. Collins (n) J. J. McCarrens (cl)	John Crawford C. P. Himmelman (apm) Leon Link (ms)
	Sunday edition (S) 404,363	.57	.58							
	Press (e) 247,829	.45	.25	(I) (UP) (ROP-2) (†) (4¢, 22¢) (95)	E. W. Scripps Co. Roy W. Howard, Pres.	Louis B. Seltzer Norman Shaw	John M. Johnston Franklin Lewis (sp)	J. G. Mellink W. C. Coutney (bm) Clem D. O'Rourke (cm)	G. C. Stone L. S. Fidler (n) H. C. Kahlert (cl)	R. L. Simmons J. H. Barr (apm) W. Ogden (ms)
COLUMBUS 470,000	Citizen (e) 71,926	.22	.22	(I) (UP) (ROP-2) (†) (3¢, 5¢S, 18¢w) (95)	Citizen Pub. Co. R. D. Henderson, Pres. Scripps-Howard, Pub.	Walter Morrow Magner White	Arthur Robinson Lew Byrer (sp) Wm. Cunningham (Su)	R. D. Henderson (bm) George W. Hicks (cm)	Leo A. McPherson Jerry Burden (n) Arthur Mochel (cl)	H. Ramsey (apm)
	Sunday edition (S) 90,601	.22	.22							
	Dispatch (e) 139,713	.30	.30	(I) (AP, INS) (ROP-1) (†) (3¢, 10¢S, 28¢w) (84)	Dispatch Ptg. Co. H. P. Wolfe, Pres.	A. C. Johnson, Sr. George Smallwood (me)	Lawrence Newman Russell Needham (sp) Gordon Kuster (Su)	A. E. Campbell (gm-bm) C. S. Wilson (cm)	Harvey R. Young (dir). Lewis B. Hill (n) Chas. T. Hardin (cl)	R. S. Cram A. D. Hartung (ms)
	Sunday edition (S) 146,554	.30	.30							
	Ohio State-Journal (m) 58,570	.14	.20	(R) (AP) (†) (4¢, 20¢w) (100)	Ohio State Journal Co., Inc. Edgar T. Wolfe, Pres.-Pub.	J. A. Meckstroth Robert S. Harper	Vaughn Hill Robt. E. Hooey (sp)	W. J. Reck Robt. W. Irwin (bm) J. H. Galloway (cm)	Sid R. Phillips Warren Holloway (n) Herbert L. Thomas (cl)	D. Oakley Davies (ms)
	Star (Sat.) 83,522	.18	...	(I) (AP) (ROP-3) (5¢) (15)	Star Co., Inc. Howard A. White, Pres.	John D. Bohannan			Herbert Thomas John A. Culley (n)	
CONNEAUT 11,194	News-Herald (e) 4,400	.025	.06	(R) (UP) (†) (J) (3¢, 15¢w) (30)	Conneaut Ptg. Co. C. A. Rowley, Pres.-Pub.	James Mohan	Robt. St. John	E. C. Hankins	George Shaltis John Wood (n) S. Perkoski (cl)	E. Lesperance (ms)
COSHOCTON 11,509	Tribune (e) 5,557x	.04	.10	(I) (UP) (†) (3¢, 20¢w) (30)	Tribune Co. Mrs. L. M. Wallace, Pres.	Robt. B. Wallace	Lester S. Boyd Harold House (sp)	Mrs. L. M. Wallace Nora B. Hall (bm) Sam W. Gosser (cm)	C. S. Siegrist Bruce Wallace (n) Nellie McMaster (cl)	W. E. Strasser (ms)
	Sunday edition (S) 5,598x	.04	.10							
COVINGTON 1,945	Stillwater Valley News (e ex Sat.) 2,074	.03	...	(I) (INS) (J) (1¢) (34)	John L. and Gertrude E. Tobias, Pubs.					
DAYTON 240,000	Herald (e) 55,404	...	...	(I) (UP, AP) (4¢, 10¢S) (70)	Journal-Herald Pub. Co. Herbert L. Fairfield, Pub.	Dwight E. Young (ed-in-chief) Michael Bradshaw (ed) Earl Eastwood (me-m) John Moore (me-e)	Don Flesher (ce-m) Ed. Fisher (ce-e) Gene Moore (news ed) Robt. Mitchell (sp-m) Al Clark (sp-e) Robt. Husted (sp-ed) Al Rosenzweet (Su)	John W. Sweeterman (bm) Wm. Jarvis (cm)	John Sweeterman D. Rutledge (n) Harry Binger (cl)	J. Sweeterman Thos. F. Gougarty (ms)
	Journal (m) 31,896	...	...							
	Combined daily (me) 87,300	.17	.10							
	Journal Herald (S) 66,539	.14	.10							
	News (e) 71,011	.17	.10	(I-D) (AP, UP) (†) (4¢, 10¢S, 24¢w-e, 34¢w-e & S) (93)	Evening News Pub. Co. Hon. James M. Cox, Pres.-Pub.	Walter Locke J. J. Conners	Herbert Koehl Si Burick (sp) Max Kohnop (Su)	Glenn L. Cox (gm) John S. Shank (cm)	Robert A. Wolfe (a-n) Joseph Kelly (cl)	
	Sunday edition (S) 71,140	.15	.10							
DEFIANCE 10,000	Crescent-News (e) 4,609	.03	.06	(I) (INS) (†) (3¢, 15¢w) (77-S)	Crescent Ptg. Co. Leo O. Tustison, Pres.	Ralph W. Peters	Homer J. Schutt K. H. Tustison (sp)	Leo O. Tustison (gm-bm-cm)	Lloyd V. Tuttle L. O. Tustison (n) Pauline Weaver (cl)	L. O. Tustison C. R. Warren (ms)
DELAWARE 9,500	Gazette (e) 3,594x	.025	.12	(I) (UP) (†) (J) (3¢, 15¢w) (30)	Delaware Gazette W. D. Thomson, Pub.	W. D. Thomson	H. C. Thomson K. C. Virtue (sp)	W. D. Thomson (gm-bm) N. H. Decker (cm)	Wm. Zimmer M. T. Gay (n) Wm. Zimmer (cl)	O. B. Case (ms)
DELPHOS 5,850	Herald (e) 1,670	.025	.12	(I) (UP) (†) (J) (3¢, 15¢w) (62)	Delphos P. & P. Co. Arnold B. King, Pres. A. J. Laudick, Pub.	A. J. Laudick		A. J. Laudick		Albert Laudick (ms)
DENNISON 4,413	Paragraph (e)	.025	...	(I) (J) (2¢) (none)	W. A. Macdonald	William Macdonald		W. A. Macdonald	H. M. Russell	Howard Russell
DOVER 9,691	Reporter (e) 7,123	.04	...	(I-R) (INS) (ROP-1) (†) (J) (32)	Tuscarawas Pub. Co. A. A. Hoeppingarner, Pres.-Pub.		Henry C. Hagloch Clyde Shaffer (sp)	Edw. Schoelles (bm) J. A. Burns (cm)	David Lindberg Margaret Cleary (cl)	
EAST LIVERPOOL 25,000	Review (e) 13,716x	.05	...	(R) (AP, UP, INS) (†) (4¢, 20¢w) (30)	E. Liverpool Review Div. Brush-Moore Newspapers, Inc. L. H. Brush, Pres.	E. H. Fisk (me)	Paul Walton Robt. Shaffer (sp)	Roy D. Moore C. V. Hughes (bm) Ralph Deshler (cm)	Richard Ball C. V. Hughes (n) K. H. Long (cl)	Walter Niblock (ms)
EAST PALESTINE 5,150	Leader (e) 1,750	.025	.15	(I-R) (UP) (†) (J) (3¢, 10¢w) (62)	C. L. Merwin, Pub.	P. H. Merwin		R. W. Merwin	Mrs. B. Ward	Geo. McCarthy (ms)
ELYRIA 28,172	Chronicle-Telegram (e) 12,900	.065	.07	(I-R)(UP)(†) (4¢, 24¢w) (30)	Lorain County P. & P. Co. A. C. Hudnutt, Pres.-Pub.	J. C. George	J. C. George Russell Davies (sp)	C. R. Stokley (cm)	L. F. Reisinger H. M. Gulld (cl)	C. R. Stokley (pm) J. J. Pelts (ms)
FINDLAY 20,750	Republican-Courier (m) 15,293	.055	...	(I)(AP,UP,INS)(ROP-2) (†) (3¢, 18¢w) (30)	Findlay Pub. Co. R. L. Heminger, Pres.	R. L. Heminger H. A. Fish	H. A. Fish A. D. Groves (sp)	R. L. Heminger (bm) John R. Schuck (cm)	W. L. Jaqua (a-n) H. L. Phillips (cl)	Frank Camp (ms)
FOSTORIA 13,690	Review (e) 3,234	.025	.03	(R) (UP) (†) (J) (3¢, 15¢w) (34)	Daily Review Co. F. M. Hopkins, Pres.-Pub.	F. M. Hopkins E. M. Hopkins	V. E. Switzer Bill Warren (sp)	E. M. Hopkins (gm-bm) C. Huth (cm)	E. M. Hopkins	E. M. Hopkins A. R. Winkler (ms)
	Times (e) 3,148	.025	.025	(D) (INS) (†) (J) (3¢, 15¢w) (30)	Dottie M. Carle, Pub.	Albert S. Bryan	Albert S. Bryan Chas. Walters (sp)	J. H. Williams (gm-bm) J. Wallace (cm)	J. H. Williams	J. H. Williams
FREMONT 14,710	News-Messenger (e) 10,119	.05	.15	(D) (UP) (†) (4¢, 20¢w) (30)	Fremont Messenger Co. L. E. Kinn, Pres. F. J. Daubel, Pub.	Leaman L. Faris	Chas. Densmore Dick Behr (sp)	F. J. Daubel D. F. Daubel (bm) Jack Ambrose (cm)	Chas. G. McKinley D. F. Daubel (n-cl)	A. E. Clucker (ms)
GALION 8,685	Inquirer (e) 3,007	.03	...	(D) (UP) (†) (J) (3¢) (34)	Inquirer Ptg. Co. Edgar Koehl, Pres. Wm. V. Goshorn, Pub.	Walter S. Goshorn	W. S. Goshorn (sp)	W. L. Goshorn (bm) J. Allan Johnson (cm)	J. A. Shearer L. E. Smith (n) W. L. Goshorn (cl)	Henry Cullens (ms)
GALLIPOLIS 7,923	Tribune (e) 3,350	.03	.12	(R) (AP, UP) (3¢, 15w) (62)	H. W. Wetherholt Pub.	H. W. Wetherholt E. W. Mauck	E. W. Mauck J. S. Porter, Jr. (sp)	H. W. Wetherholt (gm-bm) Ruth Richards (cm)	J. E. Danner H. W. Wetherholt (n)	E. Coder (ms)
GENEVA 4,200	Free Press (e) 2,174	.02	.10	(R) (†) (3¢, 15¢w) (30)	Geneva Free Press Co. C. A. Rowley, Pres.-Pub.	E. A. Shipley	E. A. Shipley (sp)	C. E. Bartlett	C. E. Bartlett Louise Jeppe (cl)	B. A. Dobbeck (ms)
GREENFIELD 4,100	Times (e ex Sat.) 3,410	.04	.05	(I-R) (J) (2¢, 10¢w) (47a)	Greenfield Times C. Carlton Hartley, Pub.	Pat Shrock		E. F. Hartley	E. F. Hartley	Robt. Snider (ms)
GREENVILLE 7,745	Advocate (e) 8,111	.045	.12	(I) (UP) (†) (3¢, 15¢w) (34)	Advocate Co., Inc. W. A. Browne, Jr., Pres.-Pub.	W. A. Browne, Jr.	David Deardourff Bud Browne (sp)	Walter E. Browne, Sr. (gm-bm) Walter Tuttle (cm)	Wm. A. Browne, III Gladys Stephens (cl)	F. Crump (ms)
HAMILTON 56,000	Journal-News (e) 18,305	.07	.18	(I) (AP) (†) (3¢, 18¢w) (30)	Journal Pub. Co. Homer Gard, Pres.-Pub.	H. R. Grosvenor	Richard Connelly Wm. J. Moeller (sp)	H. R. Grosvenor G. E. Holdefer (bm) F. A. Brown (cm)	Charles E. Brown	
IRONTON 16,000	Tribune (e) 6,120	.04	.063	(R) (AP, UP) (ROP-2) (†) (3¢, 18¢w) (30)	Tribune Pub. Co. L. H. Brush, Pres. Felonise B. Moore, Pub.	Kenneth J. Barron (me)	S. J. Morris Jack Corns (sp)	Felonise B. Moore Preston A. Dolin (bm) J. M. Gorman (cm)	C. A. Walker B. A. Wyatt (n) H. Fisher (cl)	Robert Powers (ms)
	Sunday edition (S) 6,839	.04	...							
	News (m) 5,253	.035	...	(D) (J) (3¢, 10¢w) (32)	News Co., Inc. W. F. Marting, Pres.-Pub.	Peter A. Burke	Wm. Loyer Tom Welch (sp)	C. W. Paul (bm) H. P. Foster (cm)	Marie Cline (a-n) Clara Spencer (cl)	Harry Collett (ms)

ONLY THE COLUMBUS DISPATCH COVERS CENTRAL OHIO

A Half Billion Dollar Market

The most fertile and condensed market in one of the greatest states of the forty-eight.

The Columbus Dispatch always leads with practically double the circulation and double the paid advertising of any other newspaper in the field.

Concentration in 1943 with persistent and forcible copy in the Dispatch will bring increased results at no more cost.

Whether you are catering to civilian trade or government orders, remember the war will end some time. If you are "OUT OF SIGHT, YOU ARE OUT OF MIND."

The Complete Central Ohio Story Upon Request.

COLUMBUS DISPATCH

CENTRAL OHIO'S GREATEST SINGLE SALES INFLUENCE

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
KENTON 8,000	Democrat (e) 2,797 News & Republican (e) 3,321	.02 .025	... .15	(D) (UP) (3¢) (none) (R) (INS) (†) (J) (3¢, 15¢w) (30)	C. E. Flanagan Republican Co. E. S. Rutledge, Pres.-Pub.	C. E. Flanagan E. S. Rutledge	... Mardo Williams Jas. Ansley (sp)	J. P. Siemon (em) E. S. Rutledge (gm-bm)	G. Moore (n) H. E. Talbert. (a-n) L. Schultz (el)	D. A. Flanagan (ma) W. E. Kennedy (ma)
LANCASTER 22,000	Eagle-Gazette (e) 10,953	.055	.10	(I) (AP, UP) (†) (J) (3¢, 18¢w) (30)	Eagle-Gazette Co. R. K. Kerr, Pres.-Pub.	Richard Mattox	P. I. Haselton	R. E. Sieber (bm) C. F. Wolfe (em)	R. E. Sieber	E. O. Tobin (ma)
LIMA 52,000	News (e) 25,233 Sunday edition (S) 26,568	.095 .095	.15 .15	(D) (AP, UP, INS) (ROP-1) (†) (4¢, 8¢S, 25¢w) (none)	Lima News Pub. Co. L. S. Galvin, Pres.-Pub.	W. H. Hagen	R. C. Barton W. E. Snypp (sp)	L. S. Galvin R. F. Corcoran (bm) A. B. Candler (em)	F. M. Ammon C. B. Hinkle (n)	C. B. Edmiston (pm)
LISBON 3,379	Journal (e) 1,618	.02	.06	(R) (INS) (J) (3¢, 15¢w) (none)	Buckeye Pub. Co. W. A. Frew, Pres.	W. A. Frew	...	O. R. Peterson	W. S. Frew	...
LOGAN 6,000	News (e) 3,162	.03	.12	(I-D) (AP) (†) (J) (3¢) (30)	Wayne Newspaper Co. W. W. Galvin, Pres.-Pub.	R. S. Rochester	Harry M. Krumlauf (ce-sp)	R. S. Rochester (gm-bm) Katy J. Dollison (em)	L. Webb Velma L. Bolden (n) Katy J. Dollison (el)	R. Dever (ma)
LORAIN 45,000	Journal & Times-Herald (e) 16,664	.07	.09	(I) (UP, AP, INS) (†) (4¢, 24¢w) (65)	Lorain Journal Co. I. Horvitz, Pres. S. A. Horvitz, Pub.	Frank Maloy Ralph Disler	Ralph Disler John Saffel (sp)	J. W. Graham C. H. Norton (bm) Harry Hughes (em)	V. L. Bremer J. Clarke (n) Jas. Busch (el)	J. Clarke V. L. Bremer (apm) F. L. Dickinson (ma)
MANCHESTER 2,163	Signal (m) 3,113	.03	.10	(R) (J) (2¢, 5¢w) (62)	Signal Pub. Co. R. C. Wilkerson, Pres.	R. C. Wilkerson	...	V. H. Wilkerson (bm)	V. H. Wilkerson	Otis White (ma)
MANSFIELD 37,154 43,385 (ABC City)	News-Journal (e) 20,390 Sunday edition (S) 19,452	.09 .09	... ...	(I) (AP, UP, INS) (ROP-1) (†) (4¢, 28¢w) (65)	Journal Co. I. Horvitz, Pres. S. A. Horvitz, Pub.	G. J. Kochenderfer R. D. Lindsay	John Schroeder Rex Hess (sp) Ken Woodman (Su)	John W. Graham W. W. Bowden (em)	G. Hiett (a-n) J. M. O'Hara (el)	G. Hiett (pm) P. M. Wragg (ma)
MARIETTA 14,300	Times (e) 8,656	.045	.12	(I) (UP) (†) (3¢, 18¢w) (30)	Times Co. Frank B. McKinney, Pres.	Frank B. McKinney	Abe Smith Irvine Beagle (sp)	W. P. McKinney (gm-bm) John O. Beiser (em)	L. E. Toller L. K. Miller (n) Fred Reynolds (el)	Cecil Echols (ma)
MARION 32,500	Star (e) 17,504x	.06	.14	(R) (AP, UP, INS) (ROP-1) (†) (3¢, 18¢w) (30)	Brush-Moore Newspapers, Inc. L. H. Brush, Pres.	Harry S. Elliott (me)	R. W. Byrd L. W. Tibbals (sp)	James C. Woods (bm) Wm. M. Collins (em)	H. I. Baesler (a-n) Wm. M. Collins (el)	...
MARTINS FERRY* 15,000-14,000 33,381 (ABC City)	Times & Bellaire Leader (e) 16,236	.08	.12	(I) (UP, INS) (ROP-1) (†) (J) (4¢, 24¢w) (30)	Sedgwick Pub. Co., Inc. E. C. Dix, Pres. A. V. & G. C. Dix, Pubs. (* Main office and mechanical plant; business and editorial branch office, Bellaire, Ohio, C. C. Mackey, Mgr.)	A. V. Dix Geo. Betts	A. H. Mitchell Wm. Van Horne (sp)	G. C. Dix (gm-bm) John A. Flood (em)	Robt. Ferguson (a-n) Effie L. Eberhart (el)	Robt. Ferguson (prod.) Carl Perry (ma)
MARYSVILLE 4,037	Tribune (e) 3,225	.025	...	(I-R) (UP) (J) (2¢) (30)	Huber Bros. & Otte	Irvin C. Henry	...	J. M. Huber	E. P. Huber J. M. Huber (n)	G. P. Huber (ma)
MASSILLON 30,000	Independent (e) 11,072	.05	.12	(I) (AP) (†) (4¢, 18¢w) (97)	Triangle Publications, Inc. W. H. Annenberg, Pres.	C. E. Chidester	F. E. Becker (ce-sp)	E. A. Neutzenbolzer Miss M. Cook (em)	K. C. DeLong Miss M. Cook (n)	...
MECHANICSBURG 1,635	Telegram (e ex Sat.) 2,750	.02	.02	(R) (J) (1¢, 5¢w) (none)	Daily Telegram Leon & Phemie Boutwell, Pubs.	Leon Boutwell	Leon Boutwell	Leon Boutwell	Leon Boutwell	Leon Boutwell
MIDDLETOWN 38,000	Journal (e) 12,584 Sunday News-Journal (S) 12,511	.05 .05	.16 .16	(I-R) (AP, UP) ROP-1) (†) (3¢, 15¢c, 20¢w-e & S) (30)	News Journal, Inc. J. A. Chew, Pres. E. S. Myers, Pub.	J. S. Myers M. Test	Glenn Hansel (ce-sp) Merlin Test (Su)	N. J. Lawler F. W. Chew (em)	R. S. Heller (a-n) R. C. Trout (el)	...
MOUNT VERNON 13,000	News (e) 7,550x	.04	.15	(I-R) (AP) (†) (4¢, 20¢w) (30)	Republican Pub. Co. W. R. Culbertson, Pres. G. T. Culbertson, Pub.	Justin E. Devalon	Fred Lorey R. W. Harris (sp)	G. T. Culbertson (gm-bm) C. P. Wenger (em)	J. L. Haltermon (a-n) Dorothy Arensberg (el)	G. T. Culbertson (pm-apm) Carl Fettig (ma)
NEWARK 33,500	Advocate & Amer. Tribune (e) 15,747x	.07	.12	(I) (AP) (ROP-2) (†) (J) (3¢, 18¢w) (30)	Advocate Ptg. Co. Frank W. Spencer, Pres. Chas. H. Spencer, Pub.	Frank W. Spencer	Edw. K. Schrack Pat Phelan (sp)	Frank W. Spencer John D. Spencer (bm) J. S. Billow (em)	Wm. Sherman (a-n) R. W. Scott (el)	J. D. Spencer H. S. Devine (ma)
NEW PHILADELPHIA 12,328	Times (e) 8,963	.045	...	(I-D) (INS) (†) (J) (3¢, 15¢w) (30)	Democrat Pub. Co. J. E. Hurst, Pres.	J. E. Hurst	I. Dale Empfield E. F. Hurst (sp)	J. E. Hurst R. M. Hurst (em)	D. G. Warner Fred Worner (el)	J. E. Hurst F. L. Kimmel (ma)
NILES 17,000	Times (e) 3,944	.03	...	(I-R) (UP) (†) (J) (3¢, 18¢w) (77-5) (Note: One color accepted. Back pages of sections.)	Mahoning Valley Newspapers, Inc. M. I. Wick, Pres.-Pub.	Milton I. Wick	B. Biddle Pat Mazzell (sp)	Milton I. Wick Roy C. Forsman (bm) Harold C. Cully (em)	Elmer Kraemer (a-n) T. Fritz (el)	...
NORWALK 8,211	Reflector-Herald (e) 4,126	.025	.08	(R) (UP) (†) (J) (5¢, 15¢w) (108)	...	...	Arthur E. David (ce) Wendell Brown (sp)	R. A. Fisher (bm)	R. A. Fisher (a-n) Mary-Jane Probst (el)	A. L. White (apm) R. D. Simon (ma)
PAINESVILLE 12,235 16,763 (ABC City)	Telegraph (e) 9,118	.045	...	(R) (UP) (4¢) (30)	...	H. E. Johnson C. A. Rowley	H. E. Johnson	H. H. Hanes (bm) Chas. A. Evans (em)	R. N. Heyer Chas. Dugan (el)	L. L. Bruce
PIQUA 20,000	Call (e) 7,444	.04	.09	(I-R) (UP) (†) (4¢, 20¢w) (30)	Call Pub. Co. C. F. Ridenour, Pres.-Pub.	C. F. Ridenour Ray H. Heater	Paul Murray (ce-sp)	C. F. Ridenour Paul W. Stiles (bm-em)	Paul W. Stiles H. Marshall (n) C. Householder (el)	Louis Davidson (ma)
PORTSMOUTH 40,466 53,304 (City Zone)	Times (e) 19,322	.07	.15	(I-R) (AP, UP, INS) (ROP-2) (†) (4¢, 21¢w) (30)	Brush-Moore Newspapers, Inc. L. H. Brush, Pres.	John Green (me)	Ernest Schusky Harry O. Martin (sp)	R. F. Fletcher (bm) Harry E. Foehr (em)	C. G. Linham (a-n) N. Rothman (el)	T. McNamara (pm) Frank Duncan (ma)
RAVENNA 11,000 19,119 (ABC City)	Record (e) 8,067x	.05	.07	(I) (UP) (†) (J) (3¢, 18¢w) (30)	Record Pub. Co. E. C. Dix, Pres. Robt. C. Dix, Pub.	R. C. Dix A. R. Sicuro	A. R. Sicuro O. Wolcott (sp)	Robt. C. Dix (gm-bm) Wm. E. Langell (em)	George Kenward (a-n) E. R. Warner (el)	C. E. Nodine (ma)
ST. MARYS 5,832	Leader (e)	.025	...	(I) (INS) (†) (J) (3¢) (34)	Leader Ptg. Co. A. C. Buss, Pub.	A. C. Buss	K. C. Geiger H. M. Blair (sp)	A. C. Buss Marietta Bergman (em)	H. M. Blair	H. M. Blair H. W. Buss (ma)
SALEM 12,600	News (e) 5,249	.03	...	(R) (AP, INS, UP) (†) (J) (3¢, 15¢w) (30)	Brush-Moore Newspaper, Inc. Louis H. Brush, Pres. R. W. Hawley, Pub.	Ralph W. Hawley	...	...	C. L. Smith (a-n)	...
SANDUSKY 24,874	Register-Star-News (e) 15,493	.08	...	(I-R) (UP, AP) (ROP-1) (†) (3¢) (108)	Sandusky Newspapers, Inc. Dudley A. White, Pres.-Pub.	Dudley A. White Paul Heiberger (me)	Dave Spaulding Mel Harmon (sp)	Dudley A. White Lambert Liddell (em)	Chas. Linkenbach Helen P. Hein (n) John D. Mack (el)	Carl Hantz (ma)
SHELBY 6,700	Globe (e) 2,450	...	...	(I) (INS) (†) (J) (3¢, 15¢w) (none)	Stambaugh & Stambaugh, Pub.	M. M. Moore	John Gray (ce-sp)	J. C. Stambaugh	J. C. Stambaugh	E. Bricker (ma)
SIDNEY 11,000	News (e) 7,752	.045	.12	(I) (INS) (ROP-3) (J) (3¢, 15¢w) (none)	Sidney P. & P. Co. E. C. Amos, Pres.-Pub.	H. A. Amos	Cecil Watkins (sp)	W. T. Amos (bm) E. C. Amos (em)	J. O. Amos	Cecil Watkins (ma)
SPRINGFIELD 75,000	News (e) 21,157 (Sun) (m) 13,003 Combined daily (me) 34,160 News-Sun (S) 27,471	... ... .11 .105	... ...	(I-D) (I) (AP) (ROP-1, 3 S comic sec.) (5¢, 10¢S, 25¢w-d, 35¢w-d & S) (93) (I)	Springfield Newspapers, Inc. James M. Cox, Pres. Edgar Morris, Pub.	Edgar Morris (m) Bert A. Teeters (e & S) B. A. Teeters (me)	Marvin Crabbs (m) Leonard Barber (e) K. Wurtzbacher (sp-m) L. Schultz (sp-e) W. Morris (Su)	Edgar Morris Earl Merideth (bm) W. T. Davis (em)	C. G. Schaefer (ad-dir) Elno Smith (loc.) G. Zimmerman (n) Raymond Beekman (el)	Carl Snow (comp) Frank Ostot (stereo) L. Streets (press)
STEUBENVILLE 37,651	Herald-Star (e) 23,242x	.08	.15	(R) (AP, UP) (†) (4¢, 18¢w) (100)	Brush-Moore Newspapers, Inc. Louis H. Brush, Pres.	J. D. Raridan N. Edward Worstall	John Adams Louis Blay (sp)	Roy D. Moore J. D. Long (bm) Chas. E. Shotts (em)	W. E. Cox (a-n) L. S. Kriehbaum (el)	C. E. Kinney (ma)
TIFFIN 16,428	Advertiser-Tribune (e) 8,211	.04	.18	(I) (UP) (†) (3¢, 18¢w) (30)	Advertiser-Tribune Co. E. T. Rodgers, Pres.-Pub.	John H. Thompson	Jess Williams (sp)	E. T. Rodgers Louis Kummerer (em)	Ivan Hesson E. T. Rodgers (gm-bm) John Van Camp (el)	I. R. Hesson (pm-apm) H. G. Faris (ma)

. . . from the U. S. CENSUS BUREAU Report

CANTON, OHIO
and Stark County's
7.2% GAIN
IN POPULATION
is the SECOND LARGEST in Ohio!

In two years—official U. S. census figures show Stark County with a 7.2% gain in population. In Ohio only Montgomery County — with Dayton, America's war-time aviation center — had a larger increase. This healthy growth was achieved from April 1, 1940 to May 1, 1942.

YOUR Wartime Advertising Investment in Canton Is a LONG-TERM Investment, Too!

Of course, Canton is a war production center. In fact, it is one of the 10 most important in the United States. But only ONE new war production company has been established here. Canton's own leaders in the industrial field — Timken Roller Bearing, Republic Steel, Hoover Sweeper Company, Hercules Motor and Diebold Safe & Lock Company — along with 150 other diversified industries are doing the job.

Your wartime messages in The Repository will be read by 41,800 men and women on the production front—and they are folks who will be in Canton when the war is over. Your advertising investment in Canton and Stark County will pay now—and in the FUTURE. Our 52,475 daily and 54,756 Sunday circulation is the highest in The Repository's 127-year history.

THE CANTON REPOSITORY
A Brush-Moore Newspaper
Represented Nationally By
STORY, BROOKS & FINLEY
NEW YORK PHILADELPHIA CHICAGO CLEVELAND
LOS ANGELES ATLANTA

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
TOLEDO 292,231 320,484 (ABC City)	Blade (e) 163,272	.40	.45	(I-R) (AP, UP, INS) (ROP-2) (†) (3¢, 18¢w) (14)	Toledo Blade Co. Grove Patterson, Pres. Paul Block, Jr. & Wm. Block, Pubs.	Grove Patterson Kenneth D. Tocill	F. M. Mollenkoph R. A. French (sp)	S. C. Speer F. S. Newell (cm)	Harold H. Sampson Hardy Aldridge (n) L. F. Newmyer (cl)	W. E. Becker (ms)
	Times (m) 28,804 Sunday edition (S) 75,184	.10 .21	.20 .30	(I) (AP) (*S) (ROP-2) (†) (3¢, 10¢S, 18¢w-m, 28¢w-m S) (14)	Times Pub. Co. R. C. Patterson, Pres.	Harold H. Hartley (exec. ed.) Paul A. Schrader (me)	John McGowan Tom Bolger (sp) A. C. Nute (Su)	R. C. Patterson D. A. Wiley (bm) N. C. Rathke (cm)	C. J. Tefft (a-cl)	
TORONTO 8,000	Tribune (e) 2,151	.03	...	(I-D) (2¢, 12¢w) (62)	The Toronto Tribune Co. Fern Richmond, Pres.-Pub.		Raymond Paul (sp)	Lucille Richmond (bm)		V. Miller (ms)
TROY 11,000	News (e) 4,136	.025	.12	(R) (UP) (†) (J) (4¢, 20¢w) (30)	Miami Union Pub. Co. A. C. McClung, Pres.	R. D. Steinmetz	W. Wiseman W. J. Miller (sp)	A. C. McClung Chas. E. Mattocks (bm) Larry Finch (cm)	Larry Finch A. C. McClung (n) Geraldine Ross (cl)	L. A. Compton (ms)
UHRICHSVILLE 6,437	Chronicle (e) 3,540	.025	.08	(R) (INS) (†) (J) (3¢, 15¢w) (30)	Chronicle Co.	Don W. Stoutt		Don W. Stoutt	L. R. Burns	J. F. Derry (ms)
UPPER SANDUSKY 3,900	Chief-Union (e) 4,347	.035	.24	(D) (INS) (J) (3¢, 12¢w) (62)	Daily Chief Co. W. E. Martin, Pres. N. J. Rall, Pub.	L. M. Newcomer Nelson J. Rall (me)	Paul Creger Robt. Krebs (sp)	Nelson J. Rall (gm-bm)	Nelson J. Rall	A. Ulrich (ms)
URBANA 8,800	Citizen (e ex Sat.) 4,324	.035	.09	(I) (INS) (†) (J) (3¢, 15¢w) (30)	Gaumer Pub. Co. C. F. Ridenour, Pres.-Pub.	Hal Alty (news ed)	Wm. Whitham (sp)	Harry W. Algire	L. C. Hovey L. Kavanaugh (n) F. Pilaumer (cl)	
VAN WERT 9,800	Times-Bulletin (e) 5,241	.035	.0351	(I) (AP) (†) (J) (3¢, 18¢w) (30)	Van Wert Pub. Co. W. J. Galvin, Pres. W. W. Galvin, Pub.	Ford G. Owens	Loren Cleland Eugene Agler (sp)	Ford G. Owens	Harold A. Elfmann J. W. Owens (cl)	L. Mavis (ms)
WAPAKONETA 5,225	News (e) 3,016	.032	...	(I) (UP) (J) (3¢) (none)	Democrat Ptg. Co. C. K. Rockwell, Pres.	C. K. Rockwell	R. P. Melching	C. K. Rockwell		Oliver Ambos (ms)
WARREN 54,250	Tribune-Chronicle (e) 22,114	.09	.25	(R) (AP) (ROP-2) (†) (3¢, 18¢w) (97)	Tribune Co. Mrs. Helen Hart Hurlbert, Pres.	Thomas H. Deming Stanley E. Hart	Richard T. Thompson (sp)	Clarence E. Gilliam (bm) R. E. Piltz (cm)	Harry R. Farrall (a-n) Gerald Townsend (cl)	R. M. O'Connor (ms)
WASHINGTON C. H. 9,400	Record-Herald (e) 5,090	.04	.04	(I) (AP) (J) (3¢, 18¢w) (30)	Washington News Pub. Co. W. J. Galvin, Pres. F. F. Tipton, Pub.	Howard Harper F. F. Tipton	B. E. Kelley Dale Tool (sp)	F. F. Tipton Earl McCoy (bm) Alice Davis (cm)	Frank E. Ellis Earl McCoy (n) Alice Davis (cl)	Frank Ellis J. E. Magly (ms)
WELLSTON 5,500	Sentinel (e ex Sat.) 1,850	.035	.10	(R) (J) (3¢, 15¢w) (none)	Sentinel Pub. Co. W. E. Thomas, Pres. W. E. Thomas & Gordon Morrow, Pubs.	Robt. J. Wilson	H. B. Reese (sp)	Miss K. Bentine (cm)	W. E. Thomas (n)	E. McNutt (ms)
WILMINGTON 6,200	News-Journal (e) 4,493	.03	.035	(R) (AP) (ROP-1) (†) (J) (3¢, 18¢w) (30)	News-Journal Co. W. J. Galvin, Pres.-Pub.	W. J. Galvin	R. G. McNemar G. Schilling, Jr. (sp)	Wayne W. Galvin N. M. Mills (cm)	R. C. Stratton N. M. Mills (n)	R. C. Stratton R. Thatcher (ms)
WOOSTER 15,000	Record (e) 11,530	.05	.05	(I) (INS) (ROP-2) (†) (30)	Record Ptg. Co. E. C. Dix, Pres.-Pub.	E. H. Hauenstein	Harrold Murray (ce-sp)	Raymond Dix (gm-bm) John A. Flood (cm)	James Smith R. E. Dix (n) Arthur Wirt (cl)	Earl Snyder (ms)
XENIA 14,000	Gazette (e) 5,844	...	.08	(R) (UP) (†) (4¢, 20¢w) (30)	Chew Pub. Co. J. A. Chew, Pres.-Pub.	R. A. Higgins P. W. Frame	P. W. Frame Jack Jordan (sp)	E. S. Myers R. A. Higgins (bm) J. E. Flomerfelt (cm)	I. A. Ernst	C. A. Swarts (ms)
YOUNGSTOWN 169,000	Vindicator (e) 75,857 Sunday edition (S) 39,162	.20 .20	.20 .20	(AP, UP, INS, CDN) (*S) (ROP-3) (†) (3¢, 10¢S, 18¢w-e) (60)	Vindicator Ptg. Co. J. H. Clarke, Pres. Wm. F. Maag, Pub.	Wm. F. Maag Wm. L. Powers	George Kelley Frank B. Ward (sp)	W. O. Brown (bm) H. I. Paulson (cm)	R. H. Hackett Wm. J. Brown (n) Floyd J. Jones (cl)	L. J. Griner (ms)
ZANESVILLE 37,500	Times-Recorder (m) 21,270 Signal (e) 6,986 Combined daily (me) 28,256 Times-Signal (S) 12,044	... ... .10 .045	... ... .08 .08	(R) (D) (AP, UP, INS) (ROP-3) (†) (3¢, 5¢S, 15¢w-e, 18¢w-m) (30) (I)	Zanesville Pub. Co. Orville and Clay Littick, Pubs.	C. C. Stebbins (eS) C. E. Granger (m)	Alan Gonder (eS) E. V. Cotter (m) Tom Keys (sp-m) H. Spencer (sp-es) C. C. Stebbins (Su)	O. B. Littick H. C. Littick (bm) C. L. Sink (cm)	H. C. Barrick S. B. Worstall (n) Francis Dosch (cl)	H. C. Barrick Sanford Selsam (ms)
	News (e) 12,981 Sunday edition (S) 14,116	.06 .06	... ...	(I) (TR) (ROP-3) (†) (3¢, 17¢w) (34)	Earl J. Jones Enterprises, Inc. Earl J. Jones, Pres. G. Morrison, Pub.	Lester Smith John Baker	Kenneth Gookins (sp)	Glen Morrison Harry A. Loftus (cm)	Lester Guest (cl)	E. Shafer (ms)

OKLAHOMA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ADA 15,142	News (e ex Sat.) 6,754 Sunday edition (S) 6,753	.05 .05	.05 .05	(D) (AP, UP) (ROP-1) (†) (J) (3¢, 15¢w) (19)	News Pub. & Ptg. Co. W. D. Little, Pres.-Pub.	W. D. Little Burton Grindstaff	Burton Grindstaff Charles Rhonds (sp) Burton Grindstaff (Su)	W. D. Little W. D. Little, Jr., (bm) Clyde Alletag (cm)	J. Hugh Biles (a-n) Lorene Fuller (cl)	J. H. Biles (pm-apm) J. Skinner (ms)
ALTUS 12,000	Times-Democrat (e ex Sat.) 4,368 Sunday edition (S) 4,368	.04 .04	.04 .04	(UP) (†) (J) (5¢, 20¢w) (98)	Times-Democrat, Inc. Harrington Wimberly, Pres.-Pub.	Harrington Wimberly Callaway Buckley		H. Wimberly Geo. Ellis (cm)	Paul Flippin (a-n) Myrth Wimberly (cl)	M. Foster (ms)
ALVA 5,055	Review-Courier (e ex Sat.) 4,182 Sunday edition (S) 4,182	... ...	... ...	(I) (UP) (†) (J) (5¢, 15¢w) (98)	Review Pub. Co. James C. Nance, Pres. Bob Lee Kidd, Jr., Pub.	Bob Lee Kidd, Jr.	Doris Burns E. M. Barker (sp)	Bob Lee Kidd, Jr. Arthur Bradbury (cm)	Bob Lee Kidd, Jr., (n) Gloria Albright (cl)	Bob Lee Kidd, Jr. Chain Weaver (ms)
ANADARKO 7,350	News (e ex Sat.) 4,036 Sunday edition (S) 4,036	.035 .035	.035 .035	(I) (UP) (†) (J) (5¢, 15¢w) (98)	Anadarko Pub. Co., Inc. J. C. Nance, Pres. Joe W. McBride, Pub.	Joe W. McBride Wallace Kidd		Joe W. McBride(gm-bm) Ira D. Hart (cm)	Ira D. Hart J. W. McBride (n) Wanda Evans (cl)	Chas. McVey (ms)
ARDMORE 19,425	Ardmoreite (e ex Sat.) 7,792x Sunday edition (S) 7,867x	.065 .065	.18 .18	(I-D) (AP) (ROP-1) (†) (5¢, 20¢w) (19)	Ardmoreite Pub. Co., Inc. John F. Easley, Pres.	John F. Easley M. E. McWilliams	M. E. McWilliams	Ernst Riesen W. F. Spearman (cm)	H. A. Arnold M. Cannavan (cl)	M. M. Bramlett (ms)
BARTLESVILLE 16,500	Enterprise (e ex Sat.) 3,831 Examiner (m ex M.) 5,571 Combined daily (me) 9,452 Examiner-Enterprise (S) 7,891	... ... .075 .06	... ... .075 .06	(I) (AP) (ROP-1) (†) (J) (5¢, 20¢w, 30¢w-meS) (19)	Examiner Co. N. D. Welty, Pres.-Pub.	N. D. Welty Newell G. Welty	J. J. Speak D. G. Peterson (sp) Newell G. Welty (Su)	Donald R. Welty (bm) Leo Glahn (cm)	E. D. Uzzell (a-n) J. Hill (cl)	E. F. Kysela (ms)
BLACKWELL 10,100	Journal-Tribune (e ex Sat.) 5,377 Sunday edition (S) 5,385	.05 .05	.05 .05	(I) (UP) (ROP-2) (†) (5¢, 20¢w) (65)	Journal Pub. Co. Carl B. Haun, Pres. Phil McMullen, Pub.	W. F. Bickford	W. F. Bickford Roger Rice (sp)	Phil McMullen (gm-bm) Rex Parr (cm)	Ted Teririck	Ted Teririck
CHICKASHA 15,000	Express (e ex Sat.) 5,636 Sunday edition (S) 5,647	.045 .045	.18 .18	(D) (AP) (†) (5¢, 20¢w) (none)	Evans & Vandivier, Pubs	Geo. H. Evans		Dave Vandivier Al Wilson (bm) William Marsh (cm)	George Dismukes Al Wilson (n)	
CLINTON 11,221	News (e ex Sat.) 5,941 Sunday edition (S) 5,941	.045 .045	.045 .045	(I-D) (UP) (†) (5¢, 18¢w) (98)	Clinton Pub. Co. J. C. Nance, Pres. Chas. Engleman, Pub.	Chas. Engleman	Mrs. V. Million Ray Van Alstine (sp)	Chas. E. Engleman A. T. Alley (cm)	Roy H. Brown (a-n) Mrs. L. Weitner (cl)	R. H. Brown (apm) Jas. Page (ms)
CUSHING 7,706	Citizen (e ex Sat.) 4,064 Sunday edition (S) 4,064	.035 .035	.12 .12	(I-D) (UP) (†) (J) (5¢, 20¢w) (98)	Publishing Co. of Cushing O. H. Lachenmeyer Pres.-Pub.	H. M. Lachenmeyer Robert B. Allen		O. H. Lachenmeyer S. Timmons (cm)	O. H. Lachenmeyer (n) W. Morley (cl)	
DUNCAN 9,400	Banner (e ex Sat.) 5,290 Sunday edition (S) 5,315	.04 .04	.12 .12	(I-D) (UP) (†) (J) (5¢, 15¢w) (98)	Duncan Pub. Co.	B. L. Abernethy	Jack Laughlin Fred O'Donnell (sp)	B. L. Abernethy Bob Frensley (cm)	J. O. Hopper S. Bretschneider (n) J. L. Lloyd (cl)	C. P. Penfield (ms)
DURANT 11,000	Democrat (e ex Sat.) 4,816 Sunday edition (S) 4,816	.035 .035	.10 .10	(I-D) (UP) (†) (J) (5¢, 15¢w) (98)	Democrat Ptg. Co. R. F. & B. Story, Pubs.	R. F. Story Bennett Story	Wesley Dickey	Bennett Story (gm-bm) Frank Bunn (cm)	Allen Hill Ollie James (n) Frank Bunn (cl)	Allen Hill H. H. Price (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ELK CITY 5,021	News (e ex Sat.) .... Sunday edition (S)	.035 .035	...	(I-D) (UP) (†) (J) (5¢) (98)	Paul R. Wade, Pub.	Janet Werner		J. M. Gilpin (em)	W. H. Ansley C. A. Ryan (n) W. Haddock (cl)	
EL RENO 11,500	Tribune (e ex Sat.) 4,282 Sunday edition (S) 4,282	.04 .04	.12 .12	(I-D) (AP, UP) (†) (5¢, 20¢w) (98)	Okla. Newspapers, Inc. E. C. Pulliam, Pres. Ray J. Dyer, Pub.	Ray J. Dyer Budge Harle		Dean Ward (bm) H. Schroeder (em)	Dean Ward Frances Shumate (cl)	J. M. Keith (ma)
ENID 34,000	News (m ex M.) 14,787 Eagle (e) 5,544 Combined daily (me) 20,331 News (S) 16,484	... ... .10 .10	... ... .10 .10	(R) (AP, UP) (ROP-1) (†) (5¢) (58)	Enid Pub. Co. W. M. Taylor, Pres. W. M. Taylor & M. C. Garber, Pubs.	M. C. Garber A. J. Strauss	Forrest Warren & Allen Thomas (ce) Casey Cohlmia (sp) Allen Thomas (Su)	Wm. M. Taylor Elgin E. Freeman (bm) Allen Clark (em)	E. C. Dunlap Ralph Rogers (n) Dole Hellwege (cl)	J. A. Cinnamon (ma)
FREDERICK 6,100	Leader (e) 3,403	.035	...	(D) (UP) (†) (J) (5¢, 20¢w) (98)	The Frederick Leader Co. Tempe B. Newland, Pub.	R. O. Cull	Helen Crowe	James R. Arnold		
GUTHRIE 10,018	Leader (e ex Sat.) 4,587 Sunday edition (S) 4,587	.05 .05	.12 .12	(I) (AP) (†) (3¢, 15¢w) (19)	Leader Pub. Co. T. W. Prentice, Pres.	Norman H. Smith (me)	Norman H. Smith Hugo T. German (sp)	M. P. Long Janice Smith (em)	Herschel LeVan (a-n) Helen LeVan (cl)	O. K. Hammitt (ma)
HENRYETTA 8,000	Free Lance (e ex Sat.) 3,168 Sunday edition (S) 3,168	.03 .03	.18 .18	(D) (UP) (†) (J) (5¢, 10¢w) (98)	Henryetta Pub. Co., Inc. Olin Perkins, Pres.-Pub.	Olin Perkins				
HOBART 5,177	Democrat-Chief (e ex Sat.) .... Sunday edition (S)	.035 .035	... ...	(D) (UP) (†) (J) (5¢) (98)	Nance-McBride Newspapers, Inc. Jas. C. Nance, Jr., Pub.	Jas. C. Nance, Jr.	Jeter Bryan Barnell Bodard (sp)	J. C. Nance, Jr. Ransom Hancock (bm) Lowell Hart (em)	W. R. Hancock Joyce Machlan (cl)	R. Hancock H. Rudolph (ma)
HOLDENVILLE 7,000	News (e ex Sat.) 3,984 Sunday edition (S) 3,984	.03 .03	.12 .12	(I-D) (UP) (†) (5¢, 15¢w) (98)	Tom R. Phillips, Pub.	Tom R. Phillips Mayme Gilmore	Mayme Gilmore Lewis McAfee (sp)	Tom R. Phillips (gm-bm) M. McBryde (em)	Byron R. Hays	Byron R. Hays O. E. Brown (ma)
HUGO 6,300	News (e ex Sat.) 1,893 Sunday edition (S) 1,893	.03 .03	.07 .07	(D) (UP) (†) (J) (5¢) (none)	W. E. Schooler, Pub.	R. E. Schooler W. E. Schooler		J. L. Barnes (em)	W. E. Schooler	C. O. Garner (ma)
LAWTON 36,000	Constitution (e ex Sat.) 7,788 Sunday edition (S) 7,398 Press (m ex M.) .... Sunday edition (S)	.05 .05 .03 .03	.065 .065	(D) (UP) (ROP-1) (†) (5¢, 20¢w) (98) (I) (AP) (J) (5¢) (24)	Lawton Constitution Ned Shepler, Pres.-Pub. Homer Hedges, Pub.	Ned Shepler Carter Waid Homer Hedges	J. O. Tuton Marshall Moore (sp)	Ned Shepler Joe E. House (em)	W. R. Rice (a-n) W. M. Patton (cl) L. W. Smith (n)	Wm. Hargraves (ma)
McALESTER 15,000	News-Capital (e) 5,170x	.04	...	(I-D) (AP) (†) (J) (3¢) (19)	News Capital Co. Fred G. Cowles, Pres.-Pub.	Leon R. Calonkey		Fred G. Cowles (bm) Lowell S. Turner (em)	Sherman M. Goss	
MIAMI 8,860	News-Record (e ex Sat.) 6,595 Sunday edition (S) 6,665	.05 .05	.12 .12	(I) (AP) (ROP-1) (†) (19)	News-Record Pub. Co., Inc. J. A. Robinson, Pres. C. M. Bartlett, Pub.	Mac Bartlett		C. M. Bartlett		
MUSKOGEE 40,282	Phoenix (m) 11,745 Times-Democrat (e) 9,613 Combined daily (me) 21,358 Phoenix (S) 12,306 Evening & Sunday (eS)	... ... .10 .10 ...	... ... .24 .24 ...	(I) (AP, UP) (ROP-2) (†) (5¢, m or e; 20¢ w-m, 15¢ w-e) (17)	Okla. Press Pub. Co. Tams Bixby, Jr., Pres.	Tams Bixby, Jr. Paul A. Bruner (me)	John Gold (ce-m) Ross Robertson (ce-e) Larry Conway (sp) Paul A. Bruner (Su)	F. E. Katterjohn (bm) Paul J. Schafer (em)	Edw. DeVelin L. W. Peckenpaugh (n) Oren Allen (cl)	Gladys Peyinghaus I. Darnall (ma)
NORMAN 18,000	Transcript (e ex Sat.) 5,243 Sunday edition (S) 5,243	.045 .045	.12 .12	(I-D) (UP) (†) (J) (5¢, 15¢w) (none)	Transcript Pub. Co. Fred E. Tarman, Pres.-Pub.	Fred E. Tarman		Fred E. Tarman Harold Belknap (bm) Alfred Sloan (em)	T. E. Miller Harold Belknap (n-cl)	Harold Belknap Howard Geis (ma)
NOWATA 3,904	Star (e ex Sat.) 2,296 Sunday edition (S) 2,296	.03 .03	... ...	(I) (UP) (J) (5¢) (98)	Ralph E. Staffelbach, Pub.			R. E. Staffelbach Mardis Draper (em)		A. T. Walters (ma)
OKEMAH 4,500	Leader (e ex Sat.-M) 2,742 Sunday edition (S) 2,742	... ...	.12 .12	(I) (UP) (J) (5¢, 10¢w) (98)	Okemah Pub. Co. W. G. Strong, Pres.-Pub.	Clarence Mantooth	Clarence Mantooth	Ines Hall (em)	Mrs. W. G. Strong Ines Hall (n) Dorothy Nelson (cl)	C. Sciance (ma)
OKLAHOMA CITY 204,517	Oklahoman (m) 87,524 Times (e) 76,494 Combined daily (me) 164,018 Sunday edition (S) 151,212 Sunday & evening (Se)	... ... .43 .38 ...	... ... .39 .39 ...	(I-D) (AP, UP, CDN, CT, NYT) (ROP-2) (†) (mer) (5¢, m or e; 10¢S; 40¢w-meS; 30¢w-e&S; 30¢ w-m&S) (58) (Note: 3 colors—Sunday only—Back Page Comic Section.)	Oklahoma Pub. Co. E. K. Gaylord, Pres.-Pub.	E. K. Gaylord Carl K. Stuart	Ralph Sewell (ce-m) Eugene Peach (ce-e) H. Middlesworth (sp, m-e.) Murris P. Moore (Su)	Edgar T. Bell (bm) Max Halmbacher (em)	O. C. Brown (a-n) H. J. Rhodes (cl)	J. I. Meyerson W. J. Phillips (ma)
OKMULGEE 16,051	Times (m ex M.) 7,934 Sunday edition (S) 8,109	.06 .06	.06 .06	(I) (AP) (†) (5¢, 18¢w) (19) (Note: Color—Back page only)	Times Pub. Co. Donald W. Reynolds, Pres.-Pub.	Joe N. Croom Hugh T. German	Hugh T. German John Lenox, Jr., (sp) Joe N. Croom (Su)	Joe N. Croom (gm-bm) C. A. McDonald (em)	Chas. L. Wadley (a-n) Bob Jackson (cl)	E. S. Kyle (ma)
PAULS VALLEY 5,104	Democrat (e ex Sat.) 3,968	.03	.12	(I-D) (AP) (J) (5¢, 15¢w) (98)	Jane Alexander, Pub.	E. T. Barber		Jane Alexander	Bill Van Wie	
PAWHUSKA 5,443	Journal-Capital (e ex Sat.) 3,454 Sunday edition (S) 3,454	.04 .04	.18 .18	(I-D) (UP) (†) (J) (5¢, 20¢w) (none)	Osage Newspaper Co., Inc. W. J. McGiffin, Pres. Rowland Blanc, Pub.	Rowland Blanc		R. Blanc (bm) L. Purcell (em)	Rowland Blanc (a-n) G. Ferguson (cl)	Jack Love (ma)
PERRY 7,200	Journal (e) 3,719	.035	.18	(I) (UP) (†) (J) (5¢, 20¢w) (98)	Perry Journal Co. A. A. Leatherock, Pres. W. K. Leatherock, Pub.	W. K. Leatherock Fred Beers	Jane Schneider	W. K. Leatherock H. A. DeLashmutt (bm) Gene Taylor (em)	Frank Stewart (a-n) Vivian Skinner (cl)	H. P. Jones (ma)
PONCA CITY 17,562	News (e ex Sat.) 9,070 Sunday edition (S) 8,127	.06 .06	.06 .06	(I) (AP) (†) (J) (5¢, 20¢w) (19)	Ponca City Pub. Co. I. R. Muchmore, Pres. C. E. Muchmore, Pub.	Clyde E. Muchmore	Carl Thomas Francis Thetford (sp)	Clyde E. Muchmore E. J. Baker (bm) C. C. Winner (em)	John E. Benis M. P. Smith, Jr. (n) Sue Rainbolt (cl)	Harley Hayen (ma)
PRYOR 2,501	Democrat (e ex Th.-Sat.)	.025	...	(I) (UP) (3¢) (98)	Jake Proctor	Jake Proctor		J. C. Proctor (bm)	C. M. Barde	
SAPULPA 12,240	Herald (e) 3,388	.03	....	(I-R) (UP) (†) (J) (5¢) (none)	Sapulpa Herald John W. Young, Pub.	John W. Young Richard Caldwell	Richard Caldwell (ce-sp)	John W. Young Ted Olson (bm) James H. Jones (em)	Ted Olson Chester Miller (cl)	Ted Olsen J. W. Archer (ma)
SAYRE 3,037	Headlight-Journal (e) 2,890	.03	...	(D) (UP) (†) (J) (none)	Sayre Pub. Co., Inc. W. J. Bacon, Pres.-Pub.	Ray McCurley		W. J. Bacon W. G. Hardwick (em)	W. J. Bacon (n)	R. A. Trimble (ma)
SEMINOLE 11,453	Producer (e ex Sat.) 4,352 Sunday edition (S) 4,374	.05 .05	.12 .12	(I) (UP, AP) (†) (J) (5¢, 20¢w) (98) (Note: Display classified rate, 5¢ per agate line.)	Seminole Newspapers, Inc. James T. Jackson, Pres.-Pub.	H. E. Castleberry	Sam Gorum (sp)	E. F. Gilliland T. N. Smissen (em)	John Lamond (a-n)	W. R. Jackson (ma)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
SHAWNEE 22,053	News (m ex M.) 9,601 Star (e ex Sat.) 3,566 Combined daily (me) 13,167 News (S) 12,323	... ... .09 .09	... ...	(I) (AP) (†) (5¢, 18¢w (19) (Note: One color—back page.)	Shawnee News Co. O. S. Stauffer, Pres.	Jack Spencer (me)	Francis Stilley Joy Turner (sp)	W. G. Dunn Paul McCowan (em)	J. W. Tubbs (a-n)	
STILLWATER 16,500	News-Press (e ex Sat.) 5,119 Sunday edition (S) 5,139	.05 .05	... ...	(D) (AP) (†) (J) (5¢, 20¢w) (65)	Stillwater Pub. Co. C. R. Bellatti, Pres.-Pub.	R. M. Bellatti (me)	Cirtis Cannon John Faar (sp)	C. R. Bellatti R. V. Parker (em)	E. E. Johnson (a-n)	M. L. Heisler (ms)
TULSA 165,000	Tribune (e) 54,193 World (m) 65,809 Combined daily (me) 120,002 Sunday edition (S) 101,831	... ... .32 .30	... ... .30 .29	(I) (AP, UP, INS) (ROP-3) (†) (mer) (5¢, 10¢S; 25¢w, 7 issues) (17)	Tulsa Tribune Co. Richard Lloyd Jones, Pres.-Pub. World Pub. Co. Eugene Lorton, Pres.-Pub.	Jenkins Lloyd Jones William P. Steven N. G. Henthorne Lee Erhard	Harmon Phillips J. A. Charvat, (sp) Edw. D. Burks B. A. Bridgewater (sp)			
					The Tulsa World and the Tulsa Tribune are corporately and editorially separate, but have merged the business, circulation and mechanical departments of both papers and created an agency company, to conduct publication of both papers, known as the Newspaper Printing Corporation the personnel of which follows: Newspaper Printing Corp., agent; F. O. Larson, general manager; R. L. Jones, Jr., business manager; L. W. McFetridge, circulation manager; Rex A. Justus, advertising manager; M. E. Elder, national advertising manager; Frank Mattoon, classified advertising manager; J. Robert York, promotion and advertising promotion manager, and O. M. Harper, mechanical superintendent.					
VINITA 6,560	Journal (e) 3,684	.03	.10	(I) (UP) (†) (J) (5¢, 15¢w) (98)	Vinita Pub. Co. O. B. Campbell Pres.-Pub.	O. B. Campbell		O. B. Campbell (bm) Francis Taylor (em)	Francis Taylor O. B. Campbell (n) B. M. McClure (el)	L. W. Hightower (ms)
WEWOKA 10,315	Times-Democrat (e ex Sat.) 4,182 Sunday edition (S) 4,182	.045 .045	.18 .18	(I) (UP) (†) (J) (5¢, 20¢w) (97)	Okla. News-Press, Inc. Raymond Fields, Pres. Robert V. Peterson, Pub.	Robert V. Peterson S. Wheeler	Oklahoma White (Su)	E. M. Sellers (bm) H. E. McDonald (em)		
WOODWARD 5,406	Press (e) 4,066	.035	.18	(I) (UP) (†) (J) (5¢, 15¢w) (none)	G. C. Lawrence, Pub.	Cecil D. Brown		Mrs. G. C. Lawrence (em)	E. H. Smith, Jr.(a-n)	E. H. Smith, Jr. C. E. Harrison (ms)

OREGON

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALBANY 8,500	Democrat-Herald (e) 4,430	.045	.12	(I) (UP) (†) (5¢, 15¢w) (108)	Democrat-Herald Pub. Co. W. L. Jackson, Pres. Ralph R. Cronise & W. L. Jackson, Pubs.	W. L. Jackson & R. R. Cronise	Walter Coover H. Bronson (sp)	W. L. Jackson & R. R. Cronise (bm) D. M. Rohrbough (em)	W. L. Smoldt R. R. Cronise (n) Edna Suesens (el)	R. R. Cronise W. L. Smoldt (apm) E. E. Chandler (ms)
ASHLAND 4,744	Tidings (e) 2,204	.03	.12	(I) (UP) (†) (J) (5¢, 20¢w) (109)	Ashland Ptg. Co., Inc. Mrs. L. Greer, Pres. G. M. Green, Pub.	G. M. Green	G. M. Green	G. M. Green	J. G. Anderson	G. M. Green (pm) R. L. Lindner (ms)
ASTORIA 12,000	Astorian-Budget (e) 5,215	.045	.10	(I) (UP) (†) (J) (5¢) (108)	Astorian-Budget Pub. Co. M. R. Chessman, Pres.-Pub.	M. R. Chessman Robt. W. Lucas	Robt. W. Lucas Harry Whitten (sp)	M. R. Chessman J. Verschueren (em)	Troyer Thompson	Custer Waddell (ms)
BAKER 9,342	Democrat-Herald (e) 2,500x	.035	.18	(I) (AP) (†) (5¢) (none)	Democrat-Herald Co. Lucien P. Arant, Pres.-Pub.	Lucien P. Arant	B. Roberts (co-sp)	Lucien P. Arant Ada Whitaker (em)	Will H. Evans L. P. Arant (n) Charlotte Adams (el)	Harold Wright (ms)
BEND 11,200	Bulletin (e) 3,519	.03	.12	(R) (UP) (†) (J) (5¢) (108)	Bend Bulletin, Inc. Henry N. Fowler, Pres.	Robt. W. Sawyer	Phil Brogan James Brinton (sp)	Robert W. Sawyer J. L. Chute (em)	Frank H. Loggan Ethel Johnson (n) Mrs. J. J. Sillery (el)	A. L. Nelson (ms)
CORVALLIS 10,000	Gazette-Times (e) 3,443	.025	.10	(R) (AP) (ROP-1) (†) (mer) (J) (5¢) (108)	Gazette-Times C. E. Ingalls, Pres.	C. E. Ingalls	M. K. Myers (news)	N. O. Taylor (bm)	S. W. Wallace	Geo. Turina (ms)
EUGENE 20,838	Register-Guard (e) 20,843x Sunday edition (S) 20,626x	.06 .06	... ...	(I) (AP, UP) (ROP-2) (†) (3¢, 5¢S) (65)	Guard Pub. Co. A. F. Baker, Pres.-Pub.	Alton F. Baker W. M. Tugman	Paul Deutschman Dick Strite (sp)	Alton F. Baker Sam Bronaugh (bm) Arne Streommer (em)	Robt. Bertsch Robt. Broderick (el)	G. E. Wells (ms)
GRANTS PASS 6,026	Courier (e) 4,146	.035	.05	(I) (AP) (J) (5¢, 15¢w) (none)	A. E. Voorhies, Pub.		Mrs. E. Bristol G. Aeklen (sp)	A. E. Voorhies (gm-bm) Mrs. D. Colgan (em)	Noble D. Stanton	H. James (ms)
KLAMATH FALLS 17,000 20,142 (ABC City)	Herald-News (e) 8,578	.06	.18	(I) (AP) (ROP-2) (†) (5¢) (108) Circulation for period June 1 to September 30, 1942.	Herald & News Pub. Co. Frank Jenkins, Pres.-Pub.	Frank Jenkins Malcolm Epley	Lois Stuart W. Guderian (sp)	Frank Jenkins Delia McGrath (em)	A. D. Addison	H. Hemmingsen (ms)
LA GRANDE 8,000	Observer (e) 2,564	.035	.071	(I) (UP) (†) (J) (5¢, 18¢w) (108)	Grande Ronde Valley Pub. Co. Frank Weybret, Pres. Frank Schiro, Pub.	W. L. Hunter (me)		A. E. Butts (em)	Ray Anderson	
MARSHFIELD & NORTH BEND 5,259 and 4,262	Coos Bay Times (e) 5,625	.05	.0285	(I) (UP) (†) (5¢) (none)	Times, Inc. Sheldon F. Sackett, Pres.-Pub.	Sheldon F. Sackett Wm. L. Baker (ms)	Harrison P. Hornish	Sheldon F. Sackett Wm. P. Hunt (em)	Alan Torbet	J. Lapp (ms)
MEDFORD 16,000	Mail Tribune (e ex Sat.) 8,011 Sunday edition (S) 7,928	.05 .05	.18 .18	(I) (UP) (ROP-2) (†) (5¢, 20¢w) (108)	Medford Ptg. Co. Robert W. Ruhl, Pres.	Robert W. Ruhl E. C. Ferguson	Arthur Perry Billy Hulen (sp) Arthur Perry (Su)	Ernest Gilstrap (gm-bm) Gerald Latham (em)	Herbert Grey Carol Wall (el)	Chas. Elliott (ms)
OREGON CITY 6,124	Enterprise (m ex M.) 3,500 Sunday edition (S) 3,500	.035 .035	.10 .10	(R) (UP) (†) (J) (5¢) (108)	Enterprise, Inc. Mrs. Edw. E. Brodie, Pres.-Pub.	Ed Goetzl		Frances Hess Carolyn Osmundson (em)	D. Thos. Hoxie	W. Walstrom (ms)
PENDLETON 8,847	East Oregonian (e) 4,268x	.045	.10	(I) (AP) (†) (J) (5¢, 15¢w) (108)	East Oregonian Pub. Co. E. B. Aldrich, Pres.	E. B. Aldrich	Nolan Skiff	L. D. Drake (bm)	L. D. Drake	F. L. Baker (ms)
PORTLAND 305,394 343,296 (ABC City)	Oregonian (m) 148,286 Sunday edition (S) 190,011	.32 .29	.42 .42	(I-R) (AP, UP, CDN, INS) (ROP-3) (†) (5¢, 10¢S, 30¢w) (14)	Oregonian Pub. Co. Mrs. Caroline P. Leadbetter, Pres. Palmer Hoyt, Pub.	Palmer Hoyt Robt. C. Notson (ms)	Jalmar E. Johnson L. H. Gregory (sp) Fred E. Colvig (Su)	Palmer Hoyt M. J. Frey (bm) Louis J. Cascadden (em)	R. J. Jones (n) H. C. McLain (el)	D. Dawson (pm) H. Hale (ms)
	Oregon Journal (e) 140,762 Sunday edition (S) 128,351	.30 .30	... ...	(I) (UP, AP, INS) (ROP-1) (†) (5¢, 10¢S) (90)	Journal Pub. Co. P. L. Jackson, Pres.-Pub.	P. L. Jackson	Arthur Crookham George Berts (sp) Sam Raddon, Jr. (Su)	P. L. Jackson S. R. Winch (bm) Anton F. Peterson (em)	H. R. Failing (ad-dir) A. B. Wallace (n) J. T. Brattain (el)	Miss Elizabeth Tobin
ROSEBURG 5,000	News-Review (e) 3,789	.035	...	(I) (AP) (†) (J) (5¢) (108)	News-Review Co., Inc. Frank Jenkins, Pres.	Chas. V. Stanton	Chas. V. Stanton (co-sp)	E. L. Knapp (gm-bm) Paul Jenkins (em)	M. O. Ream Olive Ilse (el)	M. O. Ream H. B. Carter (ms)
SALEM 33,000	Capital Journal (e) 11,383	.07	.08	(I) (AP, UP) (ROP-2) (†) (5¢, 18¢w) (108)	George Putnam, Pub.	George Putnam Harry Crain	Steve Stone Fred Zimmerman (sp)	George Putnam W. A. Scott (em)	E. A. Brown	Frank Perry (ms)
	Oregon Statesman (m ex M.) 9,085 Sunday edition (S) 9,625	.06 .06	.10 .10	(I-R) (AP) (ROP-2) (†) (J) (5¢, 20¢w) (105-26)	Statesman Pub. Co. Charles A. Sprague, Pres.-Pub.	Charles A. Sprague Stephen C. Mergler	Al Lightner (sp)	E. H. Clark (em)	P. Gilstrap Mary White (el)	P. Gilstrap (pm) C. H. Talmadge (ms)
THE DALLES 6,266	Chronicle (e) 2,633x	.035	.02	(R) (AP) (†) (J) (5¢) (none)	Chronicle Pub. Co. Ben R. Litfin, Pres.-Pub.	K. L. Hicks Ben R. Litfin	K. L. Hicks (sp)	Ben R. Litfin L. Schaasen (em)	E. T. Carswell	E. T. Carswell R. E. Disney (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

PENNSYLVANIA

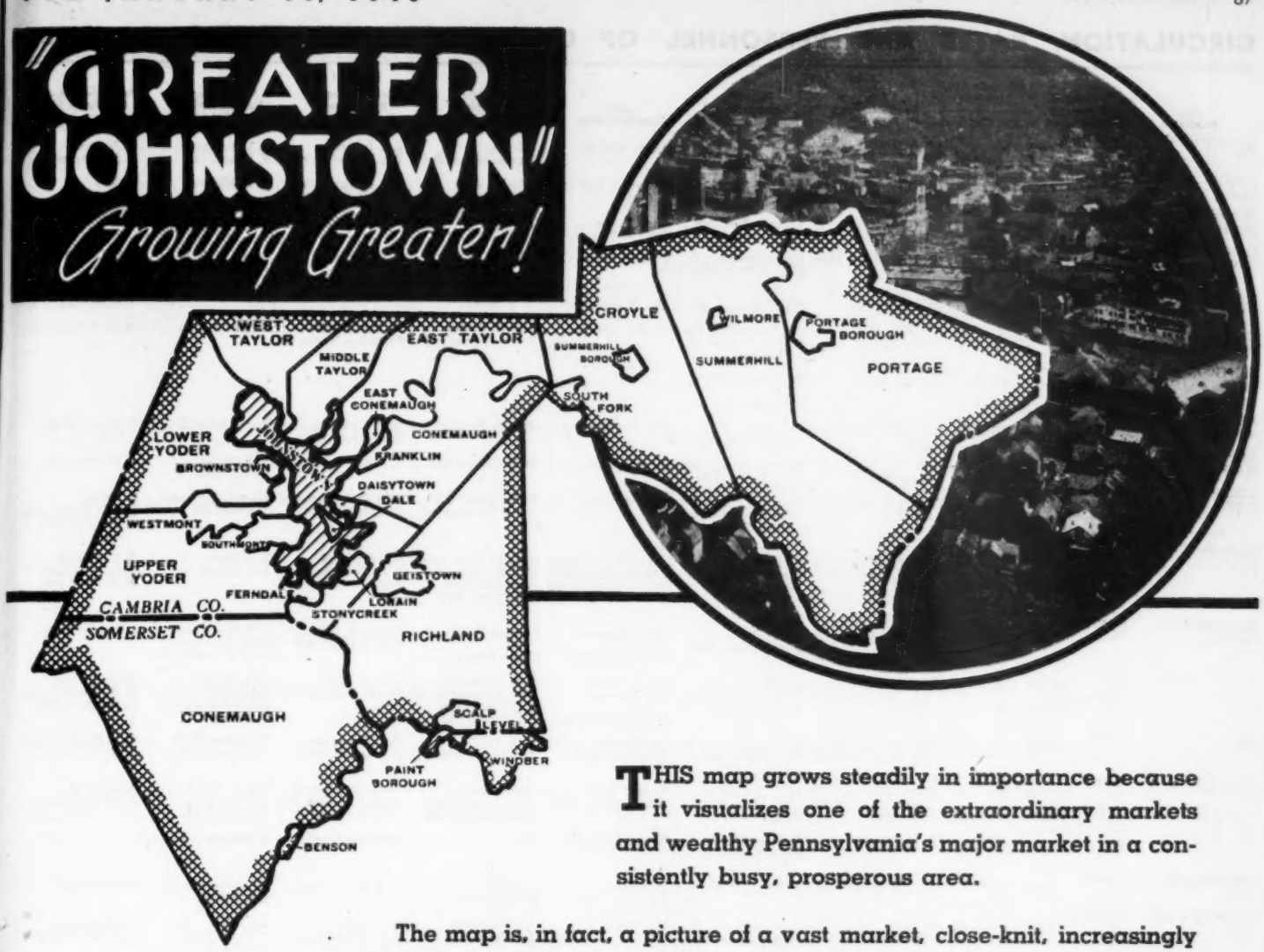
City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mach. Supt.
ALIQUIPPA 14,000	News-Gazette (e) 3,400	.02	.20	(I) (INS) (†) (4¢) (97-26)	Aliquippa Pub. Co., Inc. P. J. Flannery, Pres.-Pub.	Richard Amper	Mae Martin Don Flannery (sp)	P. J. Flannery F. Piccioni (bm)	E. Oskowski (cl)	J. R. Moore (ma)
ALLENTOWN 98,904	Call (m) 52,058	...	...	(I) (AP, UP, INS) (†) (3¢, 12¢w, 15¢w-m,S) (100)	Chronicle & News Pub. Co. Call Pub. Co. Royal W. Weiler, Pres.-Pub.	Percy B. Ruhe (m) Wm. Reimert (e) David A. Miller (me)	E. J. McGettigan (m) Floyd Stickle (e) Jos. McCarron (sp-m) Edgar P. Roth (sp-e) John Y. Kohl (Su)	Royal W. Weiler (gm-bm) Fred W. Weiler (cm)	Albert W. Bittner P. W. Leisenring (a) A. A. Bittner (cl)	H. H. Weibel, Jr. Harry Sherman (ma)
	Chronicle (e) 18,206	...	...							
	Combined daily (me) 70,263	.18	.30							
	Call-Chronicle (S) 43,855	...	...							
	Sunday & evening (Se)	.18	.30							
ALTOONA 80,214	Mirror (e) 26,932x	.10	.18	(I) (UP) (ROP-1) (†) (J) (3¢) (none)	Mirror Ptg. Co. D. N. Slep, Pres.-Pub.	Harry L. Johnston (me)	Elmer C. Ake H. S. Reifsnyder (sp)	D. N. Slep (gm-bm) A. J. Holtzinger (cm)	F. G. Pearce Jas. G. Slep (cl)	D. O. Nelson (ma)
	Tribune (m) 8,794x	.10	...	(I-R) (AP) (†) (mer-3) (J) (3¢, 17¢w) (62)	Times Tribune Co. Col. H. W. Shoemaker, Pres.-Pub.	Theodore Arter, Jr. Robert W. Boyer	Robt. W. McBurney J. M. Brantlinger (sp)	Arthur B. Crane Joseph A. Faul (bm-cm)	Robert W. Keyes Theo. Shellenberger (cl)	.....
AMBRIDGE 22,000	Citizen (e ex Sat.) 5,240	.035	...	(I-R) (UP) (J) (3¢, 10¢w) (34)	Citizen P. & P. Co. Mrs. Ione E. McNees, Pres. Vaughn R. Arnold, Pub.	Arthur Thompson Vaughn R. Arnold (me)	P. H. Dougherty (sp)	V. R. Arnold Lee Roy Dunn (cm)	John W. Reid Susan Nussbaum (cl)	E. A. Kaynea (ma)
ASHLAND 6,245	News (e) 3,120	.035	...	(R) (UP) (†) (J) (3¢, 16¢w) (62)	Kyler Pub. Co. Florence E. Kyler, Pres. Hubert H. Strunk, Pub.	Hubert H. Strunk	Franklin Lane (co-sp)	Eliz. Strobel (cm)	.....	Edw. J. Lunt (ma)
BANGOR 5,687	News (e) 4,497	.04	.05	(I) (AP) (†) (J) (1¢, 6¢w) (62)	Evening Post Co. John L. Murray, Pres.	M. R. Sheler	Harry Hess (sp)	John L. Murray M. Williamson (cm)	R. W. Sleeman	Chas. Teel (pm) A. De Renzis (ma)
BEAVER 7,500	Times (e) 7,415	.04	.12	(I) (UP) (†) (3¢, 18¢w) (62)	Daily Times, Inc. E. L. Freeland, Pres.-Pub.	E. L. Freeland John Malone	John Malone W. W. Anderson (sp)	E. L. Freeland E. J. Harn (bm) A. Murray (cm)	W. T. Dentzer M. F. McBrier (cl)	Paul Javens A. Glaser (ma)
BEAVER FALLS-NEW BRIGHTON 29,500	News-Tribune (e) 11,108	.05	.15	(I-R) (AP) (ROP-1) (†) (J) (3¢, 18¢w) (none)	Tribune Ptg. Co. Mrs. M. D. Stewart, Pres. J. H. Marsh, Pub.	H. O. Boettner (me)	E. Konvonlinka (sp)	John S. McLean (cm)	John S. McLean	J. Irwin (ma)
BERWICK 13,181	Enterprise (e) 5,360	.03	...	(I) (UP) (†) (2¢) (32)	Harder & Eyerly	R. L. Harder	.....	R. E. Eyerly (bm) C. A. Lanbach (cm)	R. E. Eyerly	.....
BETHLEHEM 65,000	Globe-Times (e) 21,531	*.12	...	(I) (AP, INS) (†) (J) (3¢) (32)	Globe Pub. Co. D. H. Brillhart, Pres.	Harold B. Farquhar	Raymond Christ F. S. Nonnemacher (sp)	Rolland L. Adams F. G. Hoch (bm) Harold Lee (cm)	David Knipe Ellis Service (n) David Knipe (cl)	Jos. B. Breslin (ma)
				(Note: *Combination rate with Easton (Pa.) Free Press.)						
BLOOMSBURG 9,799	Press (m) 7,940	.045	...	(I) (AP) (3¢) (62)	C. T. Vanderslice & Paul R. Eyerly	Paul R. Eyerly	Paul N. Trescott	C. T. Vanderslice (bm) Ray Eyerly (cm)	.....	J. H. Werkheiser (ma)
BRADFORD 20,000	Era (m) 8,500	...	...	(I) (AP, UP) (†) (3¢, 18¢w) (90)	Bradford Publications, Inc. Lester R. Edwards, Pres.	R. D. Sill (ed-in-ch) Fred Totten (m) J. Meixell (e) T. Garin (acting me)	Thomas J. Garin Joe Guido (sp)	H. A. Satterwhite H. Schick (cm)	Wm. E. Eysinger P. G. Hudson (cl)	E. Harlan (prod) C. J. O'Neill (ma)
	Star & Record (e) 3,000	...	...							
	Combined daily (me) 11,500	.065	.04							
BRISTOL 14,000	Courier (e) 3,845	.045	.08	(R) (INS) (†) (J) (2¢, 10¢w) (32)	Bristol Ptg. Co. S. D. Detlefson, Pres.	Serrill D. Detlefson	Serrill D. Detlefson	Serrill D. Detlefson Mrs. Elizabeth Tolen (cm)	Joseph H. Elberson Wm. Thompson (cl)	A. J. Markey (ma)
BROWNSVILLE 8,100	Telegraph (e) 7,683	.05	.10	(I-R) (INS) (ROP-1) (†) (J) (3¢, 18¢w) (none)	Brownsville Pub. Co. E. J. Tilton, Pres.-Pub. (Note: Color: Full page units only.)	E. J. Tilton John Matta, Jr. (me)	Lewis W. Hays (sp)	Walter Catterall (gm-bm) Chas. Catterall (cm)	Chas. E. Forgie Elma Seach (cl)	Louis Seach (ma)
BUTLER 25,500	Eagle (e) 15,457	.05	.06	(I-R) (UP) (†) (3¢, 18¢w) (none)	Eagle Ptg. Co., Inc. John L. Wise, Pres. John L. Wise & Vernon L. Wise, Co-Pubs.	John L. Wise William Faust	F. Farrell Wm. Faust (sp)	Vernon L. Wise (gm-bm) W. E. Jones (cm)	W. V. Ireland V. L. Wise (n) Marie Daubenspeck (cl)	W. V. Ireland V. L. Wise (apm) Edw. V. Donnell (ma)
CANNONSBURG 15,280	Notes (e) 4,755	.035	...	(I) (UP) (J) (4¢, 18¢w) (62)	Notes P. & P. Co. Robt. H. Robinson, Pres.	Geo. A. Anderson	Stanley Progar (sp)	John T. Robinson R. N. Morris (bm) Marion H. Mercer (cm)	R. N. Morris G. R. Love (n) Ada Dougherty (cl)	R. Eicher (ma)
CARBONDALE 17,000	Leader (e ex Sat.) 5,218	.04	.06	(I) (AP) (†) (mer) (J) (3¢, 10¢w) (34)	Hewitt Warburton, Pres.-Pub.	W. Conaughton	.....	Walter H. Ward	Hewitt Warburton	R. Whithy (ma)
CARLISLE 15,500	Sentinel (e) 8,254	.04	...	(D) (UP) (J) (3¢, 15¢w) (55)	.....	Allan D. Thompson	.....	J. Vance Thompson	Lester L. Day	.....
CHAMBERSBURG 14,882	Public Opinion (e) 8,464	.055	...	(I-R) (AP) (ROP-1) (3¢) (97)	Public Opinion Co., Inc. D. Edw. Long, Pres.	C. R. Nicklas	Joseph A. Crist Frank N. Young (sp)	Herbert S. Folts R. C. Gilbert (cm)	G. Stewart Kyle	Paul R. Gilbert (ma)
CHARLEROI 10,784	Mail (e) 3,502	.04	...	(R) (UP) (J) (3¢) (62)	Mail Pub. Co., Inc. H. E. Price, Pres.	H. E. McCamie	Robt. Wiper Thos. P. Sloan (sp)	H. E. Price	A. J. Reeder	John L. Hastead (ma)
CHESTER 75,000	Times (e) 25,692	.08	.20	(I-R) (UP, INS) (†) (J) (3¢, 18¢w) (100)	Chester Times Pub. Co. Alfred G. Hill, Pub.	Alfred G. Hill James A. F. Gleaney	Geo. H. Northridge Wm. Burk (sp)	Don M. Wilson (bm) Charles Buck (cm)	C. L. Eanes (a-n) Wm. Sykes (cl)	Don McKay (apm) N. Fellman (ma)
CLEARFIELD 14,500	Progress (e) 7,107	.0425	.12	(R) (AP) (†) (mer) (J) (3¢, 18¢w) (32)	Progressive Pub. Co. R. H. Sommerville, Pres. G. A. Stewart, Pub.	Wm. J. Thomas	Lee Sunday (sp)	Wm. C. Plummer (gm-bm) H. E. Breth (cm)	Wm. C. Plummer (a-n) H. E. Breth (cl)	A. M. Braund (ma)
COATESVILLE 15,500	Record (e) 7,187	.04	.12	(I-R) (AP) (3¢, 18¢w) (32)	C. H. Heintzelman Pub.	C. H. Heintzelman	F. B. Manship Herbert Sytrit (sp)	C. H. Heintzelman (bm) H. G. Bastalick (cm)	W. P. Wood K. Klett (cl)	Paul Donahue (ma)
COLUMBIA 12,000	News (e) 3,673	.03	.18	(R) (UP) (†) (3¢, 15¢w) (32)	S. S. Crist, Pub.	S. S. Crist C. H. Gable	C. H. Gable B. B. Gross (sp)	S. S. Crist R. S. Farley (bm) E. W. Gerth (cm)	H. D. Kauffman (a-n) B. R. Frank (cl)	Fred Roehl (ma)
CONNELLSVILLE 15,000	Courier (e) 8,172x	.043	.05	(R) (UP) (†) (3¢, 18¢w) (34)	Courier Co. James J. Driscoll, Pres.	W. S. Stimmel	James M. Driscoll John H. Whorle (sp)	James J. Driscoll J. Wylie Driscoll (bm) E. L. Smith (cm)	J. Wylie Driscoll R. A. Donegan (n)	P. V. Driscoll (ma)
CORRY 8,000	Journal (e) 3,254	.03	.08	(I-D) (AP) (†) (J) (3¢, 15¢w) (62)	Arthur Colegrove, Pub.	Arthur Colegrove	W. P. Lombard Vance Allen (sp)	.....	H. E. Colegrove	T. M. Burkhart (ma)
DANVILLE 7,122	News (m) 2,980	.03	...	(I) (UP) (†) (J) (3¢) (62)	David M. Angle	Mrs. H. M. Angle	.....	.....	.....	Geo. Miller (ma)
DONORA 14,000	Herald American (e) 3,985	.04	...	(I) (UP) (†) (J) (3¢, 15¢w) (32)	Herald-American, Inc. A. S. Wainer, Pres.-Pub.	R. Isminger	R. Isminger	A. S. Wainer (bm))	.....	.....
DOYLESTOWN 4,970	Intelligencer (e) 4,309	.035	.18	(R) (INS) (J) (3¢, 18¢w) (32)	Intelligencer Co. Jos. R. Grundy, Pres.	Geo. S. Hotchkiss	A. R. Thomas (sp)	George S. Hotchkiss (gm-bm)	Geo. F. Smith (a-n)	E. Holkey (ma)
DU BOIS 12,080	Courier (m) 5,887	...	...	(R) (D) (UP) (†) (J) (3¢) (62)	Gray Ptg. Co. H. T. Gray, Pres. L. F. Mohney, W. B. Ross, H. T. Gray, J. S. Gray, Pubs.	W. B. Ross	F. I. Gillung	L. F. Mohney	J. W. Ross (cl)	S. Cross (ma)
	Express (e) 3,263	...	...							
	Combined daily (me) 9,350	.06	...							
EASTON 75,984 (ABC City)	Express (e) 36,657	.12	.20	(I-D) (UP, AP, INS) (†) (3¢, 15¢w) (60)	Easton Pub. Co. Chester Snyder, Pres.	Wm. J. Robertson	John C. Merrill C. A. Reilly (sp)	J. L. Stackhouse (bm) Paul McPeek (cm)	J. F. Wohlers N. S. Rounsley (n) F. E. Bossard (cl)	L. T. Horton (ma)
	Free Press (m) 12,840	*.12	...	(D) (AP) (†) (2¢) (32)	Plain Dealer Pub. Co., Inc. Rolland L. Adams, Pres.-Pub.	Stanley Fink	Alfred M. Swift Ralph Stahlnecker (sp)	W. T. Dodge R. B. Doss (cm)	Neill Mitchell A. M. Umholtz (n)	E. T. Eckert (ma)

*(Note: 12¢ per line when bought in combination with Bethlehem Globe-Times.)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ELLWOOD CITY 12,672	Ledger (e) 4,295	.03	...	(I) (AP) (†) (3¢) (34)	Citizens P. & P. Co. W. F. Kegel, Pres.-Pub.	W. F. Kegel	C. C. Cox (ce-sp)	W. F. Kegel (gm-bm) C. C. Burns (cm)	W. J. Dickey J. J. Devine (n)	W. C. Brophy (ma)
ERIE 125,000]	Dispatch-Herald (e) 34,862 Sunday edition (S) 28,320 Times (e) 45,640	.11 .10 .13	.18 .18 .002	(I) (AP) (ROP-3) (†) (3¢, 10¢S; 18¢w-e; 20¢w-eS) (105) (I) (UP) (INS) (†) (58)	Record Pub. Co. R. J. Virtue, Pres.-Pub. Times Pub. Co. Mrs. Mary Mead, Pres. J. J. Jr. & G. J. Mead, Pubs.	J. A. Wurzbach K. J. Carlow John J. Mead, Jr.	W. Benton Jones Ray Peebles (sp) Harold Mickle (Su) Chas. Wells Floyd Passinger (sp)	A. W. Stark (gm-bm) W. G. Mercier (cm) George J. Mead (fam-gm) N. J. Gingenbach (cm)	Paul Albracht (a-a) E. McDonald (cl) C. A. Smith R. D. Daley (n) W. Becker (cl)	R. W. Hall P. P. Loesch (ma) F. Johannesen (ma)
FRANKLIN 13,500	News Herald (e) 7,322	.045	.12	(I-R) (UP) (†) (J) (3¢, 18¢w) (103)	News Herald Ptg. Co. Wayne W. Bleakley, Jr., Pres.-Pub.	James A. Murrin Richard A. Ludwig	Richard A. Ludwig Robt. C. Davis (sp)	Geo. A. Fahey (gm-bm) F. M. Bowser (cm)	George A. Fahey (a-n) Genevieve Graner (cl)	R. F. McCracken (ma)
GETTYSBURG 5,961	Times (e) 4,730	.04	.12	(I) (AP) (†) (J) (3¢, 12¢w) (62)	Times & News Pub. Co. S. G. Spangler, Pres.	Paul L. Roy	Hugh McIlhenny Don Bream (sp)	Carl Baum (mgr)		
GREENSBURG 16,743	Review (m) 6,186 Tribune (e) 5,761 Combined daily (me) 11,927	... ... .06	... ...	(R) (AP, UP) (†) (3¢) (19)	Tribune Review Pub. Co. E. Arthur Sweeny, Pres.	E. Arthur Sweeny	Samuel George (m) E. H. Derby (e) Robt. Wilson (sp-m) Robt. A. Hunter (sp-e)	Robert B. Herbert (bm) Wm. Klingensmith (cm)	J. Floyd Kuhns Wm. Momeyer (cl)	Frank Seifert (ma)
GREENVILLE 8,149	Record-Argus (e) 5,184x	.035	...	(I-R) (AP) (†) (J) (3¢) (34)	J. L. Morrison, Pub.	John L. Morrison	J. W. P. Hart Earl Miller (sp)	Melvin A. Blair (bm)	Melvin A. Blair M. E. Gilman (cl)	
HANOVER 13,350	Sun (e) 19,437	.07	.18	(I) (AP) (†) (J) (2¢, 12¢w) (19)	Evening Sun Co. H. D. Sheppard, Pres.	C. H. Meredith H. B. Hostetter	T. Y. Cooper E. H. Wallace (sp)	C. H. Meredith (gm-cm)	Joseph Yingling	J. H. Dillow (ma)
HARRISBURG 82,[illegible] 123,184 (ABC City)	News (e) 64,173 Patriot (m) 17,084 Combined daily (me) 81,257 Telegraph (e) 39,820	... ... .18 .12	... ... .15	(I-D) (AP-m) (UP, INS-e) (*Sat) (ROP-3) (†) (3¢) (60) (R) (AP) (ROP-2) (J) (3¢, 15¢w) (65)	Patriot Co. Vance C. McCormick, Pres. Telegraph Press, Inc. Edw. J. Stackpole, Jr., Pres. H. Stackpole, Pub.	Dean Hoffman V. H. Berghaus, Jr. (me-e) Carl W. Sprout (ma-m) Bion C. Welker Wm. Worst	L. C. Lightner (e) W. Henry Wilson (m) Clyde Shue (sp-e) Clyde Reller (sp-m) Ralph F. Schraedley Tom Shriver (sp)	Chas. H. Morrison (bm) David Fair (cm) J. R. Sheffer (bm) W. Snader (cm-cty) C. H. Forrest (cm-ctry)	Homer E. Moyer G. W. Baugher, Jr. (cl) John Shearer H. C. Rensel (n) J. R. Heikes (cl)	E. O. Davies (ma) L. H. Butler (ma)
HAZLETON 38,000	Plain Speaker (e) 12,650 Standard-Sentinel (m) 8,206 Combined daily (me) 20,856	... ... .08	... ...	(I) (AP) (†) (J) (3¢, 18¢w) (32)	The Plain Speaker-Standard-Sentinel Henry & Frank Walser & M. B. Dershuck, Pubs.					
HOMESTEAD 19,041	Messenger (e) 6,630	.04	...	(I) (UP) (†) (3¢) (32)	Messenger Pub. Co. H. P. Wiggins, Pres.	Bert F. Kline	Wilbur D. Clark Andrew B. Dugo (sp)	H. B. Wiggins & B. F. Kline (bms)	M. Rockot & L. Miller. Mrs. E. W. Owston (n) Pearl Martin (cl)	A. Gabany (ma)
HUNTINGDON 7,170	News (e) 8,028	.055	...	(R) (UP) (†) (J) (3¢) (55)	Joseph F. Biddle Pub. Co. John H. Biddle, Pres.	John H. Biddle E. Blair Shore	Eugene T. Shore Philip Short, Jr. (sp)	John H. Biddle	Elmer McCartney E. Blair Shore (n) Leola L. Taylor (cl)	E. F. McCartney (apm) G. D. Bunn (ma)
INDIANA 10,050	Gazette (e) 9,831	.032	.09	(I-R) (AP) (†) (J) (3¢, 18¢w) (none)	Indiana P. & P. Co. R. H. Ray, Pres.-Pub.	R. H. Ray	Frank M. Smith Bill Smith (sp)	B. Dwight Ray (bm) Hugh M. Bell (cm)	B. Dwight Ray	
JEANNETTE 17,000	News-Dispatch (e ex Sat.) 5,483	.04	.16	(I-R) (UP) (†) (J) (4¢, 20¢w) (55)	Jeannette Pub. Co. C. M. Bomberger, Pres.-Pub.	C. M. Bomberger	Marion Hollendonner Don Hall (sp)	C. M. Bomberger Alice Hart (bm) Camille Picciano (cm)	Michael F. Hubie	N. C. Griffith (ma)
JERSEY SHORE 5,432	Herald (e ex Sat.) 2,500	.025	.10	(I) (UP) (J) (3¢, 12¢w) (55)	Jersey Shore Herald Pub. Co. L. M. Bowes, Pres.-Pub.	E. M. Parker			Lee M. Bowes (n)	
JOHNSTOWN 106,000 [illegible]	Democrat (m) 21,971 Tribune (e) 34,013 Combined daily (me) 55,984	... ... .16	... ... .001	(R) (UP, AP, INS) (†) (3¢, 18¢w) (none)	Democrat Co. L. W. Barnes, Pres. Tribune Pub. Co. Walter W. Krebs, Pres.	John F. James (m) W. W. Krebs (e) John C. Sheridan (me-m) Harry Hesselbein (me-e)	Ben Coll (ce-e) Pat Malloy (ce-m) Jack Spielman (sp-m) Geo. S. Cooper (sp-e)	L. W. Barnes Harold Linden (cm)	J. Wilbur Werry Alvin Schrott (n) J. W. Werry (cl)	R. W. Keiper (ma)
KANE 6,133 [illegible]	Republican (e) 3,094	.03	...	(R) (INS) (†) (3¢) (55)	Republican Co. G. Scott Smith, Pres.	G. Scott Smith	Graydon F. Smart	G. Scott Smith J. B. Cliff (cm)	M. M. Fessenden (n)	E. Johnson
KITTANNING 17,840 (ABC City)	Simpsons' Leader-Times (e) 8,504x	.05	.063	(I) (UP) (†) (3¢, 18¢w) (none)	Simpsons' Pub. Co. Corbin W. Wyant, Pres.-Pub.	Wayne B. Owen Corbin W. Wyant	Wayne B. Owen Robt. Moorhead (sp)	Corbin W. Wyant Frank M. Shubert (bm-cm)	C. F. Lindberg Frank M. Shubert (n-cl)	C. W. Wyant C. F. Lindberg (apm) C. F. Linberg (ma)
LANCASTER 61,245 112,897 (ABC City)]	Intelligencer-Journal (m) 22,305 New Era (e) 34,203 Combined daily (me) 56,508 Sunday News (S) 30,302	... ... .17 .10	... ... .17 .10	(D) (R) (AP, UP, INS) (ROP-1) (†) (J) (4¢, 6¢S, 20¢w) (71a) (I)	Lancaster Newspapers, Inc. J. H. Steinman, Pres. J. F. & J. H. Steinman, Pubs.	John H. Carter (e) A. E. McCollough (m)	H. C. Brubaker (e) E. E. Keyser (m) Geo. Kirchner (sp-e) Jack Martin (sp-m) J. T. Barber (Su)	I. Z. Buckwalter H. C. Carpenter (bm) Benj. D. Kunts (cm)	L. G. Shenk (retail ad. mgr.) C. L. Fountain (ad dir) B. Reh (cl)	C. L. Fountain M. L. Detwiller (ma)
LANSDALE 10,000	North Penn Reporter (e ex Sat.) 3,072	.04	.10	(I) (2¢, 10¢w) (62)	Equitable Pub. Co. H. O. Williams, Pres. Walter L. Sanborn, Pub.	Geo. W. Knipe		Walter L. Sanborn	Howard C. Berkey	
LANSFORD 8,710	Record (e) 4,756	.035	...	(I) (AP) (†) (J) (3¢) (32)	J. R., W. D., D. G., Jr. & C. D. Watkins (partnership)	J. Edw. T. Gildea	Thos. Garland (sp)	J. R. Watkins		C. B. Connahan (ma)
LATROBE 15,000	Bulletin (e) 7,666	.04	.15	(I-R) (UP) (†) (J) (3¢, 18¢w) (32)	Latrobe P. & P. Co., Inc. H. J. Whiteman, Pres.	Robt. S. McConnell	Wm. S. Robbins (sp)	H. J. Whiteman (gm-bm) J. D. George (cm)	John D. George H. J. Whiteman (n) Rose E. Berkmyre (cl)	A. Lazarchik (ma)
LEBANON 27,000	News-Times (e) 16,276	.07	...	(AP) (ROP-1) (J) (3¢, 15¢w) (100)	News Pub. Co. Henry L. Wilder, Pres.	Adam S. Wilder Henry L. Wilder	Wm. W. Parry (sp)	R. J. Schropp J. R. Sansone (bm) Aaron C. Stager (cm)	S. D. Evans	J. Schropp (apm)
LEHIGHTON 6,615	Leader (e) 2,557	.025	.10	(I) (AP) (†) (J) (3¢, 15¢w) (62)	Guy V. Morthimer Estate, Marion A. Morthimer, Ex., Pub.	Les G. Carpenter	William Osmola	Les G. Carpenter (gm-bm) Wm. R. Osmola (cm)	Les G. Carpenter	L. G. Carpenter W. Osmola (ma)
LEWISTOWN 14,037	Sentinel (e) 10,072	.045	...	(I) (INS) (J) (3¢, 15¢w) (55)	Sentinel Co., Inc. Walter Fosnot, Pres.	Meredith Meyers	Benjamin Meyers Richard S. Ruble (sp)	Walter Fosnot J. Shunkwiler (bm) D. W. Notestine (cm)	C. V. Rowland J. Shunkwiler (n) C. E. Weber (cl)	W. V. Hetrick (ma)
LOCK HAVEN 12,000	Express (e) 5,510x	.04	.077	(I) (AP) (†) (4¢, 24¢w) (62)	Express Ptg. Co. F. D. O'Reilly, Sr., Pres.-Pub.	Rebecca F. Gross (me)	F. D. O'Reilly, Jr. John P. Wynne (sp)	Frank D. O'Reilly, Sr. Robt. S. Forney (cm)	Gerard L. Putnam F. D. O'Reilly, Sr. (n) Maude G. Fleming (cl)	F. S. Painter (ma)
McKEESPORT 55,355	News (e) 26,969x	.09	.15	(I) (UP, INS) (ROP-3) (†) (4¢, 24¢w) (62)	News Pub. Co. W. D. Mansfield, Pres.-Pub.	W. D. Mansfield W. D. Mansfield, Jr. (asso-ed)	John M. Orr, Jr. Merrill Granger (sp)	W. D. Mansfield (gm-bm) Robt. J. Kurtz (cm)	Joseph Pollier Jean Benson (n) Ruth Crum (cl)	
MAHANOY CITY 13,442	Record-American (e) 6,172	.04	.18	(R-I) (UP) (†) (J) (3¢, 18¢w) (62)	American-Tribune Pub. Co., Inc. J. H. Kirchner, Pres.-Pub.	J. H. Kirchner	James Carrick Russ Green (sp)	James H. Kirchner Wm. J. Davies (cm)	Russ Green E. A. Aschman (n) H. L. Lynch (cl)	C. Brandau (ma)
MAUCH CHUNK 3,009	Times-News (e) 2,998	.03	...	(I) (AP) (J) (2¢) (62)	James J. Boyle	James J. Boyle Gertrude B. Apelbaum (me)		Gertrude Boyle (bm)	Joe Boyle	M. Rickert (ma)
MEADVILLE 21,000	Tribune-Republican (m) 9,450x Republican (e) 2,692x Combined daily (me) 12,142x	... ... .05	... ... .10	(R) (AP) (†) (J) (3¢, 18¢w) (55)	Tribune Pub. Co., Inc. Edw. I. Bates, Pres.	Robt. S. Bates	K. P. Williams C. W. Johnson (sp)	Edward Irving Bates Chas. Menold (cm)	Donald W. Gapp	M. W. Tarleton (ma)

"GREATER JOHNSTOWN"
Growing Greater!



THIS map grows steadily in importance because it visualizes one of the extraordinary markets and wealthy Pennsylvania's major market in a consistently busy, prosperous area.

The map is, in fact, a picture of a vast market, close-knit, increasingly high in buying power, with an aggregate population of 108,455, earning $209,052,000 annually.

Greater Johnstown, therefore, really means not alone Johnstown itself, but 18 highly active boroughs, each contributing to the earner-wealth which centers in the city's retail trade. The steel workers, coal miners, and farmers enjoy an unprecedented high-peak income. Many dollar-value sales are from 30% to 100% greater than the average per-family sales of ***all*** Pennsylvania.

Both employment and payrolls have soared far beyond Johnstown's all-time high. And this record is growing.

The Johnstown Tribune
THE JOHNSTOWN DEMOCRAT

City Zone Population 106,828
Trade Area Population 345,869

Two Good Newspapers
With Local Ownership Management

Tribune-Democrat ABC
Circulation 54,375

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation		Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
MECHANICSBURG 5,709	Local News (e)	1,060	.029	...	(R) (J) (2¢) (none)	J. A. Bushman Co., Inc. J. A. Bushman, Pres.	Arthur Renfrew	Lois Fegan Wayne Guinivan (sp)	J. A. Bushman Wm. Reffensberger (cm)	J. A. Bushman F. I. Bents (cl)	A. H. Imbof L. J. Bushman (ms)
MILTON 8,763	Standard (e)	3,989	.03	.12	(I) (UP) (†) (J) (3¢, 15¢w) (62)	Standard Ptg. Co. M. C. Hastings, Pres.	Frederic G. Hastings (me)	John Hoch (sp)	Geo. L. Higgins (bm) Kenneth P. Moore (cm)	C. E. Williams	G. Ellis (ms)
MONESSEN 20,000	Independent (e)	4,904	.025	.10	(I) (UP) (†) (J) (3¢, 18¢w) (62)	Harry R. Pore, Pub. Harry R. Pore, Jr.			K. W. Mahan (cm)	K. W. Mahan	Donald Summers(ms)
MONONGAHELA 8,900	Republican (e)	3,843	.025	.08	(I) (UP) (J) (3¢, 15¢w) (62)	Monongahela Pub. Co., R. H. Robinson, Pres.-Pub.	Floyd M. France	Floyd M. France	J. T. Robinson (gm-bm) Chas. E. Ross (cm)	Josephine McKinnis Norma Smith (cl)	J. R. Keenan (ms)
MONTOUR 9,000	News (m)	2,980	.018	...	(I) (UP) (J) (62)	David M. Angle, Pub.	Geo. H. Miller (me)	T. W. Burke			Geo. H. Miller (ms)
MOUNT CARMEL 18,000 26,007 (ABC City)	Item (e)	5,050	.04	.15	(I) (UP) (†) (J) (3¢, 18¢w) (62)	Mt. Carmel Item, Inc. W. Penn Kemble, Pres.-Pub.	W. Penn Kemble	John H. Latshaw Burgess Morgan (sp)	W. Penn Kemble Magdalene Murdas (cm)	Stephen A. Milo	H. L. Anthony (ms)
NANTICOKE 24,387	Press (e)	.....	.035	...	(I-R) (†) (34)	Daily Press Pub. Co., Inc. F. G. Handy					
NEW CASTLE 48,638	News (e)	19,309x	.064	.10	(R) (INS) (4¢, 12¢w) (62)	News Co., Inc. Fred L. Rentz, Pres.-Pub.	Geo. W. Conway	Edw. H. Fritz (sp)	Jacob F. Rentz (gm-bm) Edw. J. Ryan (cm)	Fred C. Scheppele	C. W. J. Gustafson (ms)
NEW KENSINGTON 24,055	Dispatch (e)	8,247	.045	.10	(I-R) (UP) (†) (J) (3¢, 18¢w) (32)	Dispatch Ptg. Co., Inc., M. P. Endean, Pres.	James A. Smith	D. McGibbeny (sp)	R. J. Barron (cm)	E. R. Zettler Mrs. F. Wolfe (cl)	P. F. Powell (ms)
NORRISTOWN 53,429	Times-Herald (e)	13,178	.12	.18	(UP) (†) (J) (4¢, 24¢w) (78-62)	Norristown Herald, Inc. Ralph Beaver Strassburger, Pres.-Pub.	Frederick S. Fox	W. D. Cressman, Jr. Harold Cressman (sp)	W. H. Shelton (gm-bm) J. T. McGuire (cm)	Robert I. McCracken H. Kriebel (cl)	H. Kriebel R.I.McCracken(apm) Martin T. Hayden (ms)
OIL CITY 21,353	Derrick (m)	11,654x	...	...	(R) (AP) (ROP-1) (†) (J) (4¢, 24¢w) (100)	Derrick Pub. Co. Edward P. Boyle, Pres.-Pub.	John O'Donnell (ed-m) A. C. MacIntyre (ed-e) Paul M. Young (me-m)	H. L. Schultheis (ce-m) N. P. Blissell (ce-e) James Rich (sp-m) N. P. Bliassell (sp-e)	John O'Donnell T. J. Moran (bm) Robt. W. Rhoades (cm)	N. J. Payne J. R. Calvert (cl)	R. W. Rhoades N. J. Payne (apm) H. H. Frank (ms)
	Blizzard (e)	2,178x	...	...							
	Combined daily (me)	13,832x	.07	.25							
PHILADELPHIA 2,000,000	Bulletin (e)	623,157	.75	...	(AP) (†) (3¢, 18¢w) (112)	Bulletin Co. Robert McLean, Pres.	Melville Ferguson (ed-in-ch) Dwight Perrin (me)	Lawrence F. Flick, Jr. (ce) Charles Israel (sp)	Richard W. Slocum H. W. Stodghill (bm)	G. G. Steele (retail) Harry Hawkins (n) Frank M. Bechtel (cl)	J. P. Grant (ms)
	Inquirer (m)	456,133	.60	...	(I) (AP, UP) (*S) (†) (3¢, 12¢S; 18¢w) (85-38)	Inquirer Co. Chas. A. Tyler, Pres. Walter Annenberg, Pub.	John T. Custis E. Z. Dimitman (exec-ed) John Fitzpatrick (me)	R. A. Thornburgh Robt. J. French(exec.sp) S. O. Grauley (sp) S. S. Schwab (Su)	Chas. A. Tyler Paul H. Burgdorf (cm)	H. A. Stretch Gordon Chelf (n) Joseph Hopkins (cl)	Harry A. Casey G. W. Hoesch,Jr.(ms) L. Holtzizer (prod)
	Sunday Inquirer (S)	1,257,168	1.10	...							
	News (e)	137,346	.32	.22	(I-R) (UP, RA) (†) (J) (2¢, 12¢w) (33-67-48)	Phila. Daily News, Inc. Lee Ellmaker, Pres.-Pub.	Lee Ellmaker Dean McCollough	R. B. Vale Lansing McCurley (sp)	G. E. Nelson (bm) J. E. Lee, Jr., (cm)	E. J. Hancock (n) M. Brandies (cl)	G. H. Simpson (apm) J. W. Beck (ms)
	Record (m)	236,308	.50	.45	(I) (AP, UP, NYT, CS) (ROP-1) (†) (J) (3¢, 18¢w) (70)	Phila. Record Co. J. David Stern, Pres.-Pub.	Harry T. Saylor Wm. F. Hawkes (me)	Walter Lister Wm. C. Driscoll (sp) Albert Armitage (Su)	Arthur G. Newmyer David Stern Loeb (bm) I. M. Orner (cm)	Geo. W. Nelson Samuel Hill (n) W. Barkdull (cl)	Merrill Lord James Toler (ms)
	Sunday edition (S)	447,231	.60	.55							
	Sunday Dispatch (S)	....	.35	...	(R) (5¢) (none)	Dispatch Pub. Co., Inc. Edwin H. Harris, Pres.-Pub.	Bernard Haggarty		S. Schulman (cm)	S. Schulman	
PHILIPSBURG 3,963	Journal (e)	2,775	.025	...	(I) (INS) (J) (3¢) (62)	E. F. Bair, Pub.	E. F. Bair J. E. Bair	J. E. Bair Robt. Stine (sp)	R. B. Rickard (cm)	John Achmoody J. E. Bair (n)	J. E. Bair (ms)
PHOENIXVILLE 12,600	Republican (e)	4,942	.035	.06	(R) (AP) (†) (J) (3¢, 18¢w) (19)	Phoenixville Pub. Co. H. H. Gilkyson, Jr., Pres.	E. J. Breece	J. P. Westwood Jos. Ujobai (sp)	E. J. Breece S. H. Umstad (bm) J. C. Ash (cm)	Jos. Pulco S. H. Umstad (n) Jos. Rudick (cl)	Jos Pulco (apm) Harry Crothers (ms)
PITTSBURGH 671,659 1,089,345 (ABC City)	Post Gazette (m)	233,650	.45	...	(I-R) (AP, UP) (ROP-2) (†) (4¢, 24¢w) (14)	P. G. Pub. Co. Oliver J. Keller, Pres.	W. U. Christman (me)	Joseph Shuman G. Remley (act-sp)	Oliver J. Keller Ray Foudray (cm)	H. G. Wyman (ad-dir). Adolph Frey (local) J. H. Kyle (n) James O'Connor (cl)	Paul Jones Fred Winch (ms)
	Press (e)	240,411	.45	.34	(I) (UP) (*S) (ROP-1) (†) (4¢, 12¢S; 24¢-w; 12¢w-S) (95)	Pittsburgh Press Co. Edward T. Leech, Pres.	Edw. T. Leech W. W. Forster	Lawrence J. Fagan Chester L. Smith (sp) Wm. A. White (Su)	Frank G. Morrison(bm) Walter R. Rauck (cm)	E. J. Gaines Frank Loech (n) James McGovern (cl)	John Paulus (ed'l-pm) D. A. Sullivan (apm) C. M. Wolf (ms)
	Sunday edition (S)	377,478	.55	.34							
	Sun-Telegraph (e)	175,228	.40	.21	(I) (AP, INS) (ROP-1) (†) (4¢, 12¢S; 24¢-w; 36¢w-dd-S) (16)	Pitt Pub. Co. H. M. Bitner, Pres.-Pub.	Royal Daniel, Jr. (me)	J. Alex Zehner Harry Keck (sp) Fred C. Dorow (Su)	E. D. Becker (bm) M. S. Lunn (cm)	Stuart List H. A. Feldgoise (cl)	O. W. Chambers (pm)
	Sunday edition (S)	484,849	.65	.24							
PITTSTON 17,838	Gazette (e)	5,213	.035	...	(R) (UP) (J) (3¢) (32)	Wm. J. Peck	Tallie Evans		Wm. J. Peck Willard D. Peck (bm)	J. B. Bennett Miss Ruth Adams (cl)	
POTTSTOWN 21,500	Mercury (m)	14,146x	.05	.10	(I) (AP) (ROP-2) (†) (J) (3¢, 15¢w) (90)	News Pub. Co. Wm. M. Hiester, Pres.-Pub.		Paul Lucas (sp)	Shandy Hill Lewis Feather (bm) W. S. Zimmerman (cm)	Geo. A. Lessig G. L. Egolf (n) E. L. Reinhart (cl)	Geo. Chadwick (ms)
POTTSVILLE 24,530	Journal (e)	10,223	.05	.12	(R) (UP) (†) (3¢, 18¢w) (90)	Miners Journal Newspaper Co., Inc. H. I. Silliman, Pres.-Pub.	H. I. Silliman	David E. Yocum Walter S. Farquhar (sp)	H. G. Rhoads (gm-bm). T. L. Kriston (cm)	Wm. H. Ent A. M. Gottschall (n) Estelle Powers (cl)	B. I. Troutman W. Smith (ms)
	Republican (e)	15,227x	.08	.15	(I-R) (AP) (ROP-2) (†) (J) (3¢, 18¢w) (32)	J. H. Zerbey Newspapers, Inc. J. H. Zerbey, Jr., Pres. U. H. Marts, Secy. E. L. Clifford, Treas.					
PUNXSUTAWNEY 9,462	Spirit (e)	5,420	.045	...	(R) (INS) (†) (J) (3¢, 18¢w) (55)	Spirit Pub. Co. P. L. Smith, Pres.	S. S. Smith P. L. Smith	S. S. Smith Sid Carlton (sp)	J. B. Hunger (gm-bm). Chas. Ellis (cm)	H. R. Gourley	J. S. Beatty (ms)
READING 110,568 146,769 (ABC City)	Eagle (e)	43,800	...	...	(I) (AP, UP, INS) (†) (J) (4¢, 5¢S, 20¢d-w) (87)	Eagle Co. Hawley Quier, Pres.-Pub.	Walter Dillon (eS) Herbert Kohler (m)	John Schantz (m) Paul Reed (e-S) Bill Reedy (sp-e-S) Gordon Williams (sp-m) Earl Reed (Su)	James E. Keller (gm-bm) Joseph Abey (cm)	C. M. Snyder L. Wagner (n) Sidney Conrad (cl)	Arthur Stouffer John Gerhart (ms)
	Times (m)	27,994	...	...							
	Combined edition (me)	71,794	.20	.26							
	Sunday edition (S)	31,347	.13	.20							
RENOVO 3,784	Record (e ex Sat.)	1,100	.021	...	(I) (INS) (none).		John U. Shaffer, Jr.	Grover Young (sp)	John U. Shaffer, Jr.		Geo. Bender (ms)
RIDGWAY 6,300	Record (e)	3,009	.03	.12	(I) (UP) (J) (3¢, 18¢w) (55)	Ridgway Pub. Co., Inc. William Hyde, Pres.	W. B. Wagoner	John Fay (sp)	W. B. Wagoner Mrs. T. G. Schieler (cm)	John Fay	Geo. Martin (ms)
ST. MARYS 12,300	Press (e)	2,705	.03	...	(I) (AP) (J) (3¢, 18¢w) (62)	Press Pub. Co. W. G. Bauer, Pres.	H. T. O'Brien	Jas. A. Dippold	W. G. Bauer A. G. Brehm (bm)		Geo. T. Wegmer (ms)
SAYRE 7,500	Times (e)	5,777x	.035	...	(I) (AP, UP) (4¢, 20¢w) (100)	Sayre Ptg. Co. Clara S. Johnston, Pres. A. R. Michener, Pub.	H. C. Yingling	Jack Beahan	A. R. Michener Dana S. Johnston (cm)	F. P. McCormick	T. J. Cook (ms)
SCRANTON 196,868 (ABC City)	Tribune (m)	32,274x	.12	.15	(R) (AP, UP, INS) (ROP-2) (†) (3¢, 18¢w) (direct)	Republican Pub. Co. H. S. Goodman, Pres. M. L. Goodman and Richard Little, co-Pubs.	E. Tracy Sweet B. B. Powell	Robt. Mang S. C. Feldman (sp)	M. L. Goodman David T. Thomas (cm)	E. T. Lees (acting) A. H. Jackson (n) R. Williamson (cl)	F. Kilcullen (ms)
	Scrantonian (S)	40,014x	.12	.15	(R) (AP, UP, INS) (*S) (†) (10¢) (direct)	Scrantonian Pub. Co. Richard Little, Pres. M. L. Goodman and Richard Little, co-Pubs.	E. Tracy Sweet B. B. Powell	Robt. Mang S. C. Feldman (sp)	M. L. Goodman Morris Goodman (cm)	E. T. Lees (acting) A. H. Jackson (n) R. Williamson (cl)	F. Kilcullen (ms)
	Times (e)	46,146x	.16	.13	(D) (AP, UP, INS) (†) (3¢, 18¢w) (70)		A. J. O'Malley (me)	John F. Ruddy Jos. M. Butler (sp)	James W. Flanagan E. J. Cullen (cm)	H. E. Bradley	

1 does it—in Philadelphia

- In newspapers, *1 does it in Philadelphia.*
- Specifically, The Evening Bulletin has 38 consecutive years of leadership to its credit in the *city of homes.*
- This leadership is in circulation,* advertising, and readership.
- That is the reason—
- More and more advertisers are pursuing this policy: *A thorough advertising job in The Bulletin is the primary requisite to a thorough job in the important Philadelphia market.*

**Circulation over 600,000—largest evening newspaper in America.*

In Philadelphia—nearly everybody reads The Bulletin

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
SHAMOKIN 38,000	News-Dispatch (e) 12,054	.065	...	(I) (UP) (J) (3¢, 14¢w) (32)	News Pub. & Ptg. Co. Inc. Robert E. Malick, Pres.-Pub.	H. O. Siglin R. E. Malick	Joseph Agor Paul MacElwee (sp)	R. E. Malick R. B. Bird (em)	J. Monroe Boyer Goldie MacElwee (cl)	J. M. Boyer J. A. Hoy (ms)
SHARON 27,500 50,366 (ABC City)	Herald (e) 16,864	.07	.06	(I) (UP) (J) (5¢, 24¢w) (none)	Herald Co. A. W. McDowell, Pres.	Wm. L. Aiken Joseph D. Shatto	Thos. M. Gibbons M. M. Hollingsworth (sp)	C. B. Lartz G. A. Harshman (bm) S. Laskowitz (em)	Paul H. Achre R. S. Arthur (n) Florence Weaver (cl)	
SHENANDOAH 19,778	Herald (e) 6,877	.036	.625	(R) (UP) (†) (J) (3¢, 18¢w) (62)	Herald Ptg. Co. M. Anna Straughn, Pres.		James F. Haas Bruce B'Oris (sp)	A. D. Straughn (bm) Leo M. Carroll (em)	Thos. F. Martin A. D. Straughn (n)	J. S. Harper (ms)
SOMERSET 6,090	American (m) 3,941	.03	.06	(R) (AP) (3¢, 15¢w) (62)	Somerset Papers, Inc. Mary Blask, Pres. H. B. Reiley, Pub.	Henry Baker Reiley	Mary Hause Richard Durling (sp)	W. F. Brooks C. J. Larmon (bm) Edwin Good (em)	W. F. Brooks E. H. Kessler (cl)	Howard Brougher (ms)
STATE COLLEGE & BELLEFONTE 6,500-5,300	Centre Daily Times (e) 5,434	...	...	(R) (AP) (†) (J) (3¢, 15¢w) (55)	Nittany Ptg. Co. Claude G. Aikens, Pres.-Pub.	Wm. K. Ulerich	Robt. Faloon (sp)	R. J. Kennard H. M. Himes (bm) T. R. Kemmerer (em)	Sidney Friedman	H. M. Himes (ms)
STROUDSBURG 13,000	Record (m) 5,481	.04	.10	(I) (AP) (†) (J) (3¢, 15¢w) (32)	Monroe Pub. Co. C. A. Frantz, Pres. N. A. Frantz, Pub.	Wm. P. Deering N. A. Frantz	A. F. Everitt	N. A. Frantz (gm-bm) H. D. Rodewald (em)	L. H. Cross I. M. Johnson (cl)	N. A. Frantz L. H. Cross (apm) N. O. Bender (ms)
SUNBURY 16,300	Daily Item (e) 15,532	.044	.10	(I) (UP) (ROP-1) (†) (mer) (J) (3¢, 15¢w) (32)	Sunbury Item, Inc. H. H. Haddon, Pres.	H. H. Haddon	T. L. Roberts Max Williamson (sp)	B. A. Beck Lewis Dewart (bm) Geo. McCorkill (em)	Fred Byrod B. A. Beck (n) Cathryn Geist (cl)	Jas. Trevitt (apm) Walter Weader (ms)
SUSQUEHANNA 2,740 4,341 City Zone)	Transcript (e) 2,214	.025	...	(R) (J) (2¢) (62)	U. G. Baker, Pub.	U. G. Baker	U. G. Baker Paul S. Baker (sp)	U. G. & P. S. Baker (bm) P. S. Baker (em)	U. G. & P. S. Baker	H. G. Baker (ms)
TAMAQUA 12,486	Courier (e) 4,471	.04	.10	(I-R) (UP) (†) (3¢, 18¢w) (62)	John M. Harris Estate, Pub.		Robert Meredith (sp)	D. L. Miller & E. M. Hirsch (co-mgrs) R. L. Meredith (em)	Stella Knepper Mildred Werley (cl)	W. F. Miller (ms)
TARENTUM 10,500	Valley Daily News (e) 8,016	.04	.10	(I-R) (AP) (†) (J) (3¢, 18¢w) (55)	News Ptg. Co., Inc. Chas. P. Howe, Pres.-Pub.	Geo. D. Stuart Chas. P. Howe	Ray R. Stuart John Maure (sp)	Geo. P. Schmitt (bm) Hilda Larson (em)	Geo. N. Scheid G. P. Schmitt (n) Freida Dudt (cl)	W. A. Hawthorne (ms)
TITUSVILLE 10,100	Herald (m) 5,745	.035	.15	(R) (AP) (ROP-1) (†) (J) (3¢, 18¢w) (62)	Herald, Inc. E. T. Stevenson, Pres.-Pub.	E. T. Stevenson E. W. McNall (me)	L. F. Thayer (sp)	J. B. Stevenson (bm) Glenn Patterson (em)	James B. Stevenson	
TOWANDA 4,200	Review (m) 5,761	.035	.06	(R) (AP) (ROP-1) (†) (J) (4¢, 20¢w) (32)	Towanda Ptg. Co. H. M. Turner, Pres.-Pub.	H. M. Turner	Staley N. Clarke Ashton Merrill (sp)	Thomas J. Finn (bm)		
TYRONE 8,845	Herald (e) 3,098	.03	.12	(R) (INS) (†) (J) (3¢, 18¢w) (55)	B. C. Jones, Pub.	A. Raymond Flenner	Paul M. Goheen	Geo. Oberly (bm) N. R. Miles (em)		
UNIONTOWN 21,819	Herald (m) 10,561x Standard (e) 17,422x Combined daily (me) 27,984x	... ... .10	... ...	(R) (D) (UP) (AP) (†) (J) (3¢) (32-62)	Uniontown Newspapers, Inc. S. W. Calkins, Pres.-Pub.	J. Fred Shean (m) O'Neil Kennedy (e)	Joe Dickson (m) Geo. Gray (e) P. E. Connelly (sp-m) J. S. Albright (sp-e)	S. W. Calkins W. S. Lloyd (em)	Lindsey Bierer John Duff (cl)	E. Miller (ms-m) E. Zelt (ms-e)
VANDERGRIFT 11,500	News (e) 4,539	.035	.10	(I-R) (UP) (†) (3¢, 18¢w) (55)	News Pub. Co. H. D. Brauff, Pres.-Pub.	Patricia Patton (me)	Howard Young (sp)	Tillie Rusketsky (em)	A. M. Bennard	William Hays (ms)
WARREN 14,891	Times-Mirror (e) 8,063	.05	...	(I) (AP) (†) (3¢) (62)	Times Pub. Co. W. A. Walker, Pres.-Pub.	E. C. Lowrey W. A. Walker	Elwyn Hildum Floyd Passenger (sp)	W. A. Walker Howard Clark (em)	Mrs. K. J. Knoll (n)	E. Connors (ms)
WASHINGTON 30,000	Observer (m) 11,888 Reporter (e) 7,402 Combined daily (me) 19,290	... ... .08	... ... .18	(I) (AP, UP) (3¢, 18¢w) (105)	Observer Pub. Co. Austin V. McClain, Pres.	J. Clarence Day (me-m) Guy R. Day (me-e)		James S. Lyon W. P. Wilson (em)	Geo. R. Stewart (n) Ines Cole (cl)	G. Fetherlin and Wm. Carson (ms)
WAYNESBORO 11,200	Record-Herald (e) 5,344	.035	.06	(I-R) (AP) (†) (J) (3¢, 15¢w) (32)	Record-Herald Pub. Co., Inc. Floyd Chalfant, Pres.-Pub.	Floyd Chalfant W. H. Shryock (me)	Doris Tollin	Floyd Chalfant G. F. Blessing (bm) A. S. Etter and A. Sachs (em)	G. F. Blessing W. H. Gordon (cl)	M. E. Jacobs (ms)
WAYNESBURG 4,891	Democrat Messenger (m) 5,255	.04	...	(I-R) (AP) (J) (3¢) (62)	Democrat Ptg. Co. Robt. H. Robinson, Pres.-Pub.	Floyd H. Miller	Ewing Davis (sp)	John T. Robinson Geo. F. Briceland (bm) Kenneth Mahan (em)	Chas. B. Donham Eleanor Minor (cl)	Clarence Hunnell (em)
WEST CHESTER 13,289	Local News (e) 10,273	.06	.05	(I) (UP) (†) (3¢, 18¢w) (55)	Daily Local News Co. John N. Gunn, Pres.	Edwin L. McKinstry H. L. Brinton	Hugh McDevitt (sp)	Jos. B. Taylor K. C. Fell (em)	A. L. Cleaver	Ed. Hess, Jr. (ms)
WILKES-BARRE 90,000	Record (m) 24,547	...	...	(I-R) (AP) (ROP-1) (†) (3¢, 18¢w) (91-100)	Wilkes-Barre Pub. Co. Ernest G. Smith, Pres. John A. Hourigan, Sr. (Ch-bd) (Sold in combination with Times-Leader Evening News.)	Robert W. Johnson	Robert Patton (sp)	L. J. Van Loeys (gm-V.P.) Thomas A. Gavin (bm) Jas. J. Morrisey (em)	M. M. Bartlebaugh (ad-dir) Thomas A. Gavin (n) N. E. Nelson (cl)	Thomas A. Gavin G. R. Ohlman (ms)
	Times-Leader-News (e) 48,463 Combined edition (me) 73,010	... ... .21	... ... .30	(AP) (ROP-1) (3¢) (91-100)	Wilkes-Barre Pub. Co. Ernest G. Smith, Pres.-Pub. John A. Hourigan, Sr. (Ch-bd) (Sold in combination with Record.)	John J. McSweeney Jos. T. Murphy (me)	Francis X. Welsh (sp)	Chas. B. Waller (secty-treas.) Hugh Jones (bm) J. J. Morrisey (em)	James A. Crawley Thomas A. Gavin (n) N. E. Nelson (cl)	T. A. McHale (ms)
	Sunday Independent (S) 29,717	.09	.15	(I) (UP) (10¢)	Wilkes-Barre Independent Co. Thos. F. Heffernan, Pres.-Pub.	Thos. F. Heffernan Thomas E. Heffernan	Thos. E. Heffernan Howard W. Davis (sp)	Thos. F. Heffernan Geo. P. Heffernan (bm) Peter A. Golden (em)	Geo. P. Heffernan	Geo. P. Heffernan Jos. Rusnock (ms)
WILLIAMSPORT 57,557	Gazette-Bulletin (m) 6,619 Sun (e) 19,101 Combined daily (me) 25,720	... ... .10	... ... .18	(I) (AP, UP) (†) (4¢, 24¢w) (71)	Sun-Gazette Co. John E. Person, Pres.-Pub.	Elmer L. Schuyler (m) Bruce A. Hunt (e) Edmund F. Wolf (me)	Paul G. Gilmore (e) Quinton Beange (m) R. J. Steinhilper (sp-e) Louis Pickelner (sp-m)	John E. Person E. M. Case (bm) J. S. Davis (em)	Leo C. Barland W. V. Person (n) Louis Lindsuer (cl)	
	Grit (S) *25,785 **[illegible]	.12 $2.00	... ...	(I) (AP) (J) (5¢) (85-18)	Grit Pub. Co. Geo. R. Lamade, Pres.	Frederic E. Manson Howard R. Davis	John B. Davis Wm. J. Kehoe (sp)	George R. Lamade Howard J. Lamade (bm) Geo. W. Stabler (em)	Chas. D. Lamade	R. R. Cranmer (ms)
				(Note: *Williamsport Edition; **National Edition. ABC for period 6 months ending June 30, 1942.)						
YORK 75,000	Dispatch (e) 24,615	.08	.18	(R) (AP) (3¢, 15¢w) (90)	Dispatch Pub. Co. John F. Young, Pres.	E. B. Williamson	Myles Loucks (sp)	D. P. Young Howard F. Eyster (bm) H. E. Eisenhart (em)	Ralph M. Stagemyer H. F. Eyster (n)	W. F. McGuigan (ms)
	Gazette Daily (m) 25,449	.08	.30	(I) (AP) (J) (3¢, 15¢w) (55)	Gazette Co. Allen C. Wiest, Pres.	J. W. Gitt Bernard Eisener	Henry W. Harkins James Hubley (sp)	J. W. Gitt (gm-bm) F. E. Kain (em)	Gilbert A. Deitz	A. L. Parks and P. Zarfoss (ms)

RHODE ISLAND

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
NEWPORT 45,000	Herald (m) 3,483	...	...	(I) (AP) (2¢, 12¢w) (4)	Newport Herald Corp. W. D. Hazard, Pres.-Pub.	W. D. Hazard	W. D. Hazard Geo. Donnelly (sp)	W. D. Hazard (bm)		W. L. Buckley (ms)
	News (e) 7,584	.045	.0264	(I) (AP) (†) (3¢, 25¢w) (69)	E. A. Sherman Pub. Co. Mrs. Edw. A. Sherman, Pres.	Georgs Burdick James G. Edward	Emil E. Jemail	George Burdick Francis I. Greene (bm) H. J. McGowan (em)	Carl O. Gustafson Francis I. Greene (n)	
PAWTUCKET 77,000	Times (e) 33,299	.08	.07	(I) (AP, UP) (†) (4¢, 25¢w) (42)	Times Pub. Co. Edw. B. Aldrich, Pres. Stanley T. Black, Pub.	Daniel J. Lawlor John Monaghan	Frank Hultgren Phillip Dudgeon (sp)	Stanley T. Black J. Chas. Gettler (em)	I. R. VanAurmen Philip L. Holt (cl)	I. R. VanAurmen C. M. Spooner (ms)
PROVIDENCE 256,000 355,582 (ABC City)	Journal (m) 40,582 Bulletin (e) 120,818 Combined daily (me) 161,400 Journal (S) 135,998	.12 .27 .35 .27	... ...	(I) (AP, UP, INS, NANA) (*S) (†) (mer-2) (3¢m, 4¢e, 10¢S, 20¢w-m, 25¢w-e) (105-12)	Providence Journal Co. George P. Metcalf, Pres.	Sevellon Brown Geo. W. Carpenter (me-m) David Patten (me-e)	Walter Everett (m) Edw. Milne (e) H. W. Youlden (sp) (acting) Garrett D. Byrnes (Su)	W. R. Denny (gm) (adv & sales) Jas. B. Stickley (gm) (administration) Thos. F. Farrelly (bm-em)	Franklin B. Hurd (adv-dir) A. L. Poorman (n) Jas. E. Doherty (cl)	Kenneth S. Seibert Frank F. Shaw (ms)

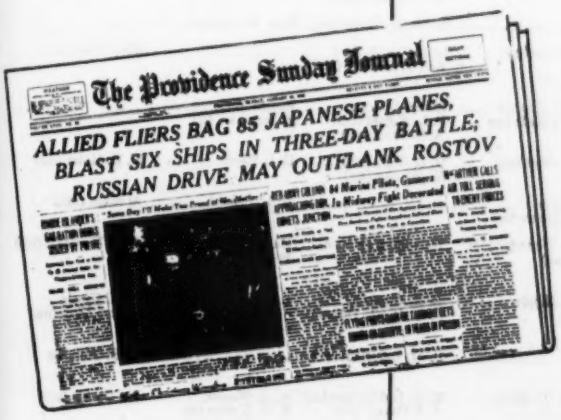
(Note: Classified rates range from 30¢—6 words (1 time) to 19¢ for each 6 words (10 consecutive times.)

EVERYBODY READS the PROVIDENCE JOURNAL-BULLETIN

in New England's Second Largest Market!

The Evening Bulletin
4 LOSE GAS FOR PLEASURE DRIVING
Russians Gain on 100-Mile Front; Giraud Arrests More in Africa

The Providence Journal
FORTRESSES HAMMER LILLE WAR PLANTS; NAZIS REPORT FIFTH RUSSIAN OFFENSIVE
Taylor Seeks Home Rule On 5-Day Week Bill


The Providence Sunday Journal
ALLIED FLIERS BAG 85 JAPANESE PLANES, BLAST SIX SHIPS IN THREE-DAY BATTLE; RUSSIAN DRIVE MAY OUTFLANK ROSTOV

THE EVENING BULLETIN

For Complete Coverage of A. B. C. Providence

WHEN metropolitan Providence is your objective, The Evening Bulletin is your choice.

Here in A. B. C. Providence are concentrated approximately half the State's population, retail stores and sales. Coverage of English-reading families amounts to approximately 95%.

The Evening Bulletin is used exclusively by retail stores whose scope is limited to metropolitan Providence. It is always used by general advertisers who wish to conduct unusually economical and informative test campaigns in this compact, self-contained, representative American market.

Ask for booklet on Evening Bulletin Split Copy Testing facilities and Sixty Test Markets, a factual study of popular test cities in the 100,000 to 500,000 population group.

* Circulation: 123,043; rate: 27c a line.

THE JOURNAL-BULLETIN

For Broad Coverage of the Rhode Island Market

OMITTING duplication the daily Journal and The Evening Bulletin in combination reach practically 100% of the English-reading families in metropolitan Providence—3 out of 4 families in Rhode Island as a whole.

This daily combination is used by local advertisers whose merchandising policy calls for extended efforts throughout the trading area. It is used by general advertisers having state-wide distribution.

The daily Journal adds thousands of reader-families in the various cities and towns, and several thousand out-of-state families in communities close to Rhode Island's trading centre. Thus the Journal supplements the Bulletin's concentrated mass coverage by adding class coverage of the most-able-to-buy families in the State —represents an essential second paper for a market-wide job at an added cost of only 8c a line.

* Journal circulation: 42,387; rate: 12c a line.
* Combination circulation: 165,430; rate: 35c a line.

THE SUNDAY JOURNAL—Color Comics & Gravure

For State-Wide Coverage of Special Buying Groups

A WIDE variety of special interests shared by large groups of readers is cultivated regularly in departments and feature pages of Rhode Island's only "home" Sunday newspaper.

In the Sunday Journal an advertiser on the appropriate page is presented to the buyers specifically interested in his line.

The Sunday Journal is the most widely distributed single medium in the Rhode Island market. It is used regularly by local and general advertisers whose objectives are more concerned with buyers' special interests than with where they happen to reside.

Sunday Journal "prospect lists" include Rhode Island buyers with lively interest in Homes, Gardens, Food and its Preparation, Beauty and Fashions, Travel and Resorts, Automobiles, Boating and Sports, Theatre, Radio, Books, Photography, Handicraft, Collecting, Stamps, etc.

Ask for folder on Color Comics and Gravure Split Copy Testing facilities.

* Circulation: 144,382; rate, black and white: 27c a line.

REPRESENTATIVES: WARD-GRIFFITH CO., INC.
New York, Chicago, Boston, Detroit, Atlanta
R. J. Bidwell Co., Los Angeles, San Francisco

* December, 1942.

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
WESTERLY 17,500	Sun (e ex Sat.) 5,701 Sunday edition (S) 5,781	.04 .04	.07 .07	(R) (AP) (†) (J) (4¢, 25¢w) (60)	Utter Co. Wilfred B. Utter, Pres. George B. Utter, Pub.	George B. Utter	George B. Utter A. Soloveitzik (sp-Su)	George B. Utter	Wilfred B. Utter	George B. Utter (pm) W. B. Utter (apm) L. R. Greene (ma)
WEST WARWICK 18,188	Pawtuxet Valley Times (e ex Sun.) 5,143	.027	...	(I) (INS) (†) (J) (2¢) (34)	Pawtuxet Valley Daily Times, Inc. Irving P. Hudson, Pres.-Pub.	Irving P. Hudson	Wilton P. Hudson Ambrose R. Smith (sp)	Daniel T. Burns	Daniel T. Burns	Daniel T. Burns E. P. Knight (ma)
WOONSOCKET 50,000	Call (e) 20,245	.07	.08	(I) (AP) (†) (4¢, 25¢w) (42)	Evening Call Pub. Co. Charles W. Palmer, Pres. Buell W. Hudson, Pub. Harriet B. Hudson, Treas.	Charles W. Palmer Jack Burgess	Arthur Laforce G. H. Farrar, Jr. (sp)	Andrew P. Palmer Morris Sherr (cm)	Jas. A. Mahoney Buell W. Hudson (n) Nellie I. Staples (cl)	A. P. Palmer (ma)

SOUTH CAROLINA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ANDERSON 19,424 27,414 (ABC City)	Independent-Tribune (m) 9,160 Mail (e) 4,514 Combined daily (me) 13,674 Independent-Tribune (S) 8,662	... ... .09 .09	... ...	(I) (AP, INS) (ROP-1) (†) (5¢, 10¢S, 25¢w-m, 20¢w-e) (58)	Independent Pub. Co. Wilton E. Hall, Pres.-Pub.	L. S. Hembree (m) J. B. Hall (e) S. A. Hall (me-m) Claude Canup (me-e)	Franklin Acker (ce-m) Claud Canup (sp-m) Rufus Josey (sp-e) Jas. Blessing (Su)	J. D. McCoy (prod.) Wilton E. Hall (bm) T. D. Hall, Jr. (cm)	J. J. Findley Lee Rickard (n) Herbert Hall (el)	J. D. McCoy Paul Murphy (ma)
CHARLESTON 85,000	News & Courier (m) 32,341 Post (e) 22,958 Combined daily (me) 55,299 News & Courier (S) 38,125	... ... .14 .14	... ... .24 .24	(I-D) (AP, UP, INS) (†) (5¢d, 10¢S, 20¢w-e, 25¢w-m) (18)	News & Courier Co. Eve. Post Pub. Co. R. S. Manigault, Pres.-Pub.	W. W. Ball (e) F. O. Emerson (m) Edw. Manigault (me-m) T. R. Waring (me-e)	M. Rubin (e) F. Minshall (m) R. M. Hitt, Jr. (sp-m) N. J. Sams (sp-e)	H. T. McGee (bm) C. B. Williams (em)	R. M. Ziegler	H. M. Duke (ma)
COLUMBIA 68,146 105,555 (Met. Area)	Record (e) 29,644 State (m) 45,013 Sunday edition (S) 46,361	.09 .11 .11	.13	(D) (AP) (ROP-2) (†) (5¢, 20¢w) (56) (I-D) (AP) (ROP-1) (†) (J) (5¢, 10¢S, 25¢w) (17)	Record Pub. Co. Geo. A. Buchanan, Jr., Pres.-Pub. State Co. William Elliott, Pres.-Pub.	G. A. Buchanan, Jr. Vivian H. Ingle S. L. Latimer, Jr. J. A. Montgomery	Henry Cauthen Banjo Smith (sp) M. DuQ. Bonnoitt Jas. Thompson (sp)	..... J. M. Blalock (gm-V.P.) J. C. McWaters (em)	N. E. Brown (a-n) K. E. Harrington (el) Wm. P. Etchison W. B. Stubbs (loc.) C. A. Montgomery (el)	N. E. Brown (apm) E. R. Britton (ma) Thos. Crenshaw (ma)
FLORENCE 16,054	News (m) 4,827 Sunday edition (S) 5,183	.04 .04	... ...	(D) (AP) (ROP-1) (†) (J) (65)	Florence Ptg. Co. J. B. Parnell and J. M. O'Dowd, Pubs.	M. C. Brunson	Jas. Rogers (Su)	J. M. O'Dowd (bm) A. E. Martin (em)	E. Darga McKnight	J. B. Parnell (ma)
GREENVILLE 34,734	News (m) 44,200 Piedmont (e) 18,949 Combined daily (me) 63,149 News (S) 44,250 Evening & Sunday (eS)	... ... .15	... ... .24 ... .24	(I-D) (AP, UP, INS) (†) (5¢, 10¢S, 20w-e, 25¢w-d & S) (105)	News Piedmont Co. Roger C. Peace, Pres.-Pub.	J. E. Brunson (m) J. W. Chapman (e) E. N. Smith (me-n) A. T. McCain (me-e)	W. F. Gaines (ce-m) R. L. Waldrop (ce-e) J. C. Latimer (sp-m) P. Barrett (sp-e)	Charlie Peace J. W. Chapman (bm) A. F. Ballentine (em)	D. P. Self Amba Hill (n) R. L. Chandler (el)	D. P. Self (apm) T. P. Cantwell (ma)
GREENWOOD 13,020	Index-Journal (e) 4,826	.04	...	(D) (AP) (†) (J) (5¢) (108)	Index-Journal Co. H. L. Watson, Pres.	H. L. Watson E. P. Wideman	Paul Barrett	Arthur Lee (bm) R. F. Mundy, Jr. (cm)	W. W. Wilson	W. A. Culbertson (ma)
ORANGEBURG 12,135	Times & Democrat (m ex M.) 5,324	.04	...	(D) (AP) (5¢, 18¢w) (24)	Sims Pub. Co. J. I. Sims, Pres.-Pub.	H. S. Sims H. A. Brisendine	C. C. Berry Jim Rembert (sp)	J. I. Sims (gm-bm) W. A. Johnson (em)	J. L. Sims J. I. Sims (n)	.....
ROCK HILL 15,500	Herald (e) 5,388	.035	.12	(I-D) (AP) (†) (5¢) (34)	Herald Pub. Co. A. W. Huckle, Pres.	.....	.....	.....	.....	.....
SPARTANSBURG 32,249	Herald (m) 18,832 Journal (e) 9,864 Combined daily (me) 28,298 Herald-Journal (S) 26,323 Evening & Sunday (eS)	... ... .065 .065 ...	... ... .055 .055 ...	(D) (AP) (ROP-1) (†) (5¢, 25¢w-d & S) (17)	Herald-Journal Co. S. S. Wallace, Jr., Pres.-Pub.	J. F. Crook (m) P. H. Fike (e) T. A. Smith (exec-ed)	Vernon Foster (ce-m) Don L. West (ce-e) Leroy Simerly (sp-m) W. E. Seifert (sp-e)	Max Bridges (bm-Treas.) J. L. Pool (cm)	C. E. Godfrey Guy Vaughan, Jr. (n) Beulah Robeson (el)	C. E. Webber (ma)
SUMTER 17,250	Item (e) 5,642	.035	.12	(D) (AP) (J) (5¢, 15¢w) (56)	Osteen Pub. Co., Inc. H. G. Osteen, Pres.-Pub.	H. G. Osteen H. D. Osteen	J. E. McKnight Jack Copeland (sp)	H. G. Osteen H. D. Osteen (bm) R. M. Dollard (em)	R. W. Beaty	M. Dollard (ma)
UNION 8,478	Times (e) 5,642	.035	....	(D) (AP) (5¢) (32)	Union Times Co., Inc. Lewis M. Rice, Pres.-Pub.	Lewis M. Rice W. R. Feaster	W. R. Carver	W. R. Feaster	W. R. Feaster	J. D. Crooks (ma)

SOUTH DAKOTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN 17,500	American News (e) 5,850 American-News (S) 14,094	.08 .08	.18 .18	(I) (AP) (†) (5¢, 20¢w) (92)	Aberdeen News Co. Henry J. Schmitt, Pres.-Pub.	John A. Bailey Leif Johnson	Alex Johnson Larry Desautels (sp)	Henry J. Schmitt (gm-bm) F. W. Phelps (em)	Fred C. Stellner	Fred C. Stellner L. L. Koster (ma)
BELLE FOURCHE 2,496	Post (m ex M.)	.025	...	(2¢) (none)	Lawrence Weyler	Marion Lucco (news ed)	.....	Lawrence Weyler (em)	Faye Wright (n)	.....
DEADWOOD 4,100	Pioneer-Times (m ex M.) 1,380 Sunday edition (S) 1,380	.03 .03	... ...	(R) (AP) (J) (†) (5¢) (70)	Morford Bros.	Leland V. Morford	Wm. Moorehead	Leland V. Morford Earl B. Morford (bm)	.....	Wm. Grieb (ma)
HURON 12,000	Huronite (e) 8,315	.06	...	(I) (AP) (†) (J) (5¢, 20¢w) (56)	Huron Pub. Co. Robert D. Lusk, Pres.-Pub.	Robert D. Lusk Cliff Schlegel	Everett Petersen Marvin Hyde (sp)	Robert D. Lusk F. L. Willard (bm) A. G. Feick (em)	Roman Billis E. Jorgensen (el)	.....
LEAD 7,520	Call (e) 1,452	.029	...	(R) (AP) (†) (J) (5¢) (24)	Call Pub. Co. J. A. Stanley Pres.	J. A. Stanley	H. M. Blickholm	G. L. Beers (bm) W. Stanley (em)	G. L. Beers	H. B. Miller (ma)
MADISON 5,018	Leader (e) 3,172	.035	...	(R) (AP, UP) (†) (J) (5¢) (none)	J. F. Stahl	J. F. Stahl	Bob Jones Joe Kutcher (sp)	.....	R. McDonald	Al Skare (ma)
MITCHELL 10,000	Republic (e) 12,362	.07	.08	(I) (AP) (†) (J) (5¢, 20¢w) (47)	Mitchell Pub. Co. W. R. Ronald, Pres.-Pub.	W. R. Ronald E. M. Brady	R. R. Winterbotham (ce-sp)	Hale Raber (bm-em)	Hale Raber Pearl Lobsiger (el)	C. F. Hartwick (ma)
PIERRE 4,000	Capital Journal (e) 2,013 Dakotan (e) 850	.029 .021	.10 ...	(I) (AP) (†) (J) (5¢) (103) (R) (UP) (J) (5¢) (23)	Hipple Ptg. Co. Ruth B. Hipple, Pres.-Pub.	Ruth B. Hipple L. H. Hipple T. R. Roberts, Jr. G. M. Roberts (asso ed)	R. B. Hipple	R. B. Hipple L. H. Hipple (bm-em) G. M. Roberts	L. H. Hipple	L. H. Hipple Walter Allan (ma) C. H. Williams
RAPID CITY 20,000	Journal (e) 12,966	.07	.18	(I-R) (AP) (ROP-1) (†) (5¢, 14¢w) (82a)	Journal Pub. Co. R. W. Hitchcock, Pres.-Pub.	Redford Dibble	Clyde Donaldson R. Griffith (sp)	E. H. Lighter (gm-bm) A. J. Conner (em)	M. O. Wasser E. H. Lighter (n)	Joe Cauley (ma)
SIOUX FALLS 45,000	Argus-Leader (e) 44,055 Sunday edition (S) 43,905	.15 .15	.18 .18	(I-R) (AP) (†) (5¢, 25¢w) (42)	Argus-Leader Co. C. M. Day, Pres.	C. M. Day T. L. Ramsey	H. M. Shoebothum James Ashley (sp) T. L. Ramsey (Su)	E. J. Kahler (bm-gm) F. Campbell (em)	D. T. Kieffer (loc.) E. J. Kahler (n) L. A. Amundson (el)	.....
WATERTOWN 10,617	Public Opinion (e) 8,273	.05	.18	(Note: Circulation includes period from Aug. 16, 1942 to Sept. 30, 1943). (I) (AP) (†) (J) (5¢, 20¢w) (47)	Public Opinion Co. J. F. Bacon, Pres.	P. J. Albrook	F. W. Emerson Robt. Webster (sp)	J. F. Bacon (gm-bm) R. J. Moores (em)	K. B. Way Glenna Brandt (el)	A. R. English (ma)
YANKTON 6,796	Press & Dakotan (e) [illegible] 4,596	.04	.18	(I-R) (AP) (†) (5¢, 15¢w) (58-82a)	Yankton Ptg. Co. Robt. D. Lusk, Pres. Fred H. Monfore, Pub.	Fred H. Monfore	James E. Finfrock Dean Bierle (sp)	Mrs. I. M. Ross (bm) Mrs. M. Kara (em)	Jack Eastman Mrs. I. M. Ross (n) Mrs. J. Welland (el)	Jack Eastman Ole Gunderson (ma)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TENNESSEE

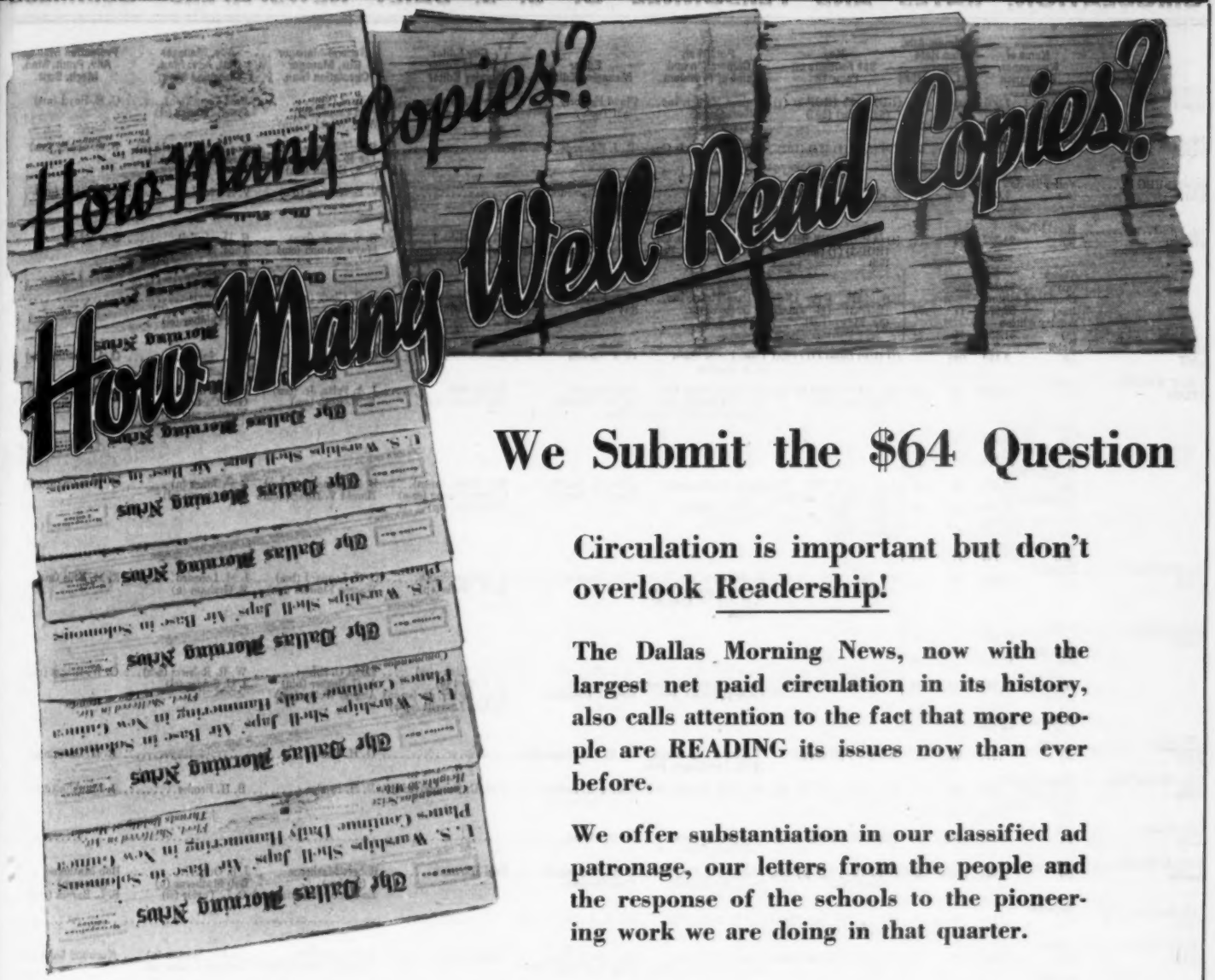
City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ATHENS 11,017	Post-Athenian (e ex Sat.) 4,162	.035	.12	(I) (UP) (†) (5¢, 15¢w) (none)	Lowell F. Arterburn, Pres.-Pub.	Lowell F. Arterburn	Mildred Kinser	Lowell F. Arterburn J. Neal Ensminger (cm)	J. Neal Ensminger	Lowell F. Arterburn J. W. Haney (ma)
BRISTOL (See Bristol, Va. for listing)										
CHATTANOOGA 139,340 (ABC City)	News-Free Press (e) 52,957	...	...	(I) (AP, UP, INS) (ROP-2) (J) (5¢, 20¢) (55-112)	News-Free Press Co. Roy McDonald, Pres.-Pub.	W. G. Foster	Bill Hagan E. T. Bales (sp)	E. A. Mealor (cm)		
	Times (m) 51,100	...	...	(I-D) (AP, UP) (ROP-2) (J) (5¢, 10¢S; 25¢w) (112-65)	Times Ptg. Co. Brig. Gen. Julius O. Adler, Pres.-Pub.	Alfred D. Mynders J. R. Rethmeyer	Edw. Sussdorff Wirt Gammon (sp) Springer Gibson (Su)	Charles McD. Puckette (acting gen. mgr.) James M. Adams (bm) Robt. J. Sudderth (cm)		
	Combined daily (me) 104,057	.27	.30							
	Sunday edition (S) 58,391	.23	.30							
	Evening & Sunday (es)	.30	...							
	The Chattanooga Times and the Chattanooga News-Free Press are owned by corporations (The Times Printing Co., and The Chattanooga News-Free Press Co.,) which are wholly separate. They are editorially independent and competitive. A third corporation, The Chattanooga Publishing Company, is the agent company in the operation of the business, advertising and circulation departments for the respective accounts of the two newspapers. The officers and personnel of The Chattanooga Publishing Co., are as follows: Godfrey N. Nelson, Chairman of the Board; Roy McDonald, President; Charles McD. Puckette, Vice-President; Everett Allen, Secretary; James M. Adams, Treasurer; Everett Allen, Advertising Director; Ben Seessel, National Advertising Manager; Robert J. Sudderth and E. A. Mealor, Circulation Managers.									
CLARKSVILLE 10,000	Leaf-Chronicle (e) 4,321	.04	.24	(I-D) (AP) (ROP-2) (†) (J) (5¢, 20¢w) (72)	Leaf-Chronicle Co. M. S. Foster, Pres.-Pub.	Stanley Gower	Geo. Harris (sp)	James E. Charlet Earl Carter (cm)	Walter Griffin F. Vaden (n-el)	F. M. Buck (ma)
CLEVELAND 11,351	Banner (e) 3,090	.03	...	(I-D) (UP) (J) (5¢) (72)	Will L. Rodgers	Will L. Rodgers	S. White (sp)	W. H. Rodgers (bm) D. K. Bartlett (cm)	Wm. H. Rodgers	
COLUMBIA 10,579	Herald (e) 3,661	.04	...	(I-D) (UP) (†) (J) (5¢) (72)	Herald Co., Inc. W. D. Hastings, Sr., Pres.	John W. Finney	John W. Finney Paul Page (sp)	W. D. Hastings Hugh Hayes (cm)	L. L. Drewry W. D. Hastings (n) Mrs. G. Wilsford (el)	W. D. Hastings F. E. West (ma)
DYERSBURG 10,034	State Gazette (e) 4,037	.035	.10	(I-D) (AP) (†) (J) (5¢, 15¢w) (111)	State Gazette Pub. Co. Russell M. D. Bruce, Pres.-Pub.	Russell M. D. Bruce		A. LeRoy Ward John Baldridge (cm)	Frank Budde Mrs. R. S. Sellers (el)	C. W. Harris (ma)
ELIZABETHTON 13,000	Star (e) 3,479	.035	.05	(I) (AP) (J) (3¢, 15¢w) (72)	Elizabethton Star, Inc. George C. Handy, Pres. M. S. Bangs, Pub.	L. B. Bangs R. V. Chaseman	L. B. Bangs	R. V. Chaseman (gm-bm) Harlan Ledford (cm)	Wade Young R. V. Chaseman (n) Doris Perry (el)	M. A. Fitzsimmons (ma)
GREENVILLE 6,784	Sun (e) 3,834	.035	...	(I) (AP) (†) (3¢) (72)	E. O. Susong	Q. M. O'Keefe M. A. Susong	Ruth Keller James Shelton (sp)	M. A. Susong (bm-cm)	I. H. Smith (n)	I. H. Smith W. A. Kennon (ma)
JACKSON 31,500	Sun (e ex Sat.) 9,127	.05	.06	(I) (AP, UP) (ROP-2) (†) (5¢, 20¢w) (17-26)	Sun Pub. Co. C. E. Pigford, Pres.-Pub.	Harris Brown	R. P. Mahon Lois Laycook (sp)	Albert A. Stone (gm-bm) A. B. Robinson (cm)	A. Lacy Price Jas. McMaster H. Connally (el)	P. D. Kersh (ma)
	Sunday edition (S) 10,729	.05	.06							
JOHNSON CITY 28,569	Chronicle (m) 2,979	...	...	(I-D) (AP) (ROP-2) (†) (5¢, 20¢w) (72)	Press, Inc. Carl A. Jones, Sr., Pres. Carl A. Jones, Jr., Pub.	R. Clyde Hodge W. L. Hicklin (me-e) G. W. Kelley (me-m)	W. A. McDonald (m) U. Jim Walsh (e) W. A. McDonald (sp. m-e)	Don Calfee (bm) Marion H. Hale (cm)	L. C. Cleveland T. B. Hacker	P. Lane (ma)
	Press (e ex Sat.) 9,564	...	...							
	Combined daily (me) 12,543	.07	...							
	Press-Chronicle (S) 14,989	.07	...							
	Times (m ex M.) 3,618	.045	...	(I) (UP) (3¢) (32)	Jas. H. Quillen, Pub.	Jas. H. Quillen		H. M. McAnally (bm) J. S. Collins (cm)		J. W. Embrey (ma)
	Sunday edition (S) 3,618	.045	...							
KINGSPORT 41,000	Times (e ex Sat.) 10,529x	...	...	(AP (†) (5¢) (65)	Kingsport Pub. Co., Inc. C. P. Edwards, Jr., Pres.-Pub.	W. J. McAuliffe John Bloomer	Irving Cole (sp)	J. W. West Gaines A. Adams (cm)	W. S. Waddell J. W. West (n)	C. T. Hamlet (ma)
	Sunday edition (S) 11,847x	.07	...							
	News (m) (New daily)	...	...		(News—First issue July 6, 1942.)					
	Combined daily (me) 55,347	.07	...							
KNOXVILLE 184,324	Journal (m) 49,349	.12	...	(R) (AP) (ROP-2) (†) (5¢ 10¢S) (65)	Knoxville Pub. Co. Roy N. Lotspeich, Pres.-Pub.	Guy L. Smith Stephen F. Humphrey	Ed Harris (sp) Cliff Fligg (Su)	W. S. Burnett (cm)	F. W. Watson E. A. Tapscott (n) R. P. Ellis (el)	
	Sunday edition (S)	.12	...							
	News-Sentinel (e) 70,849	.12	.24	(I) (UP, AP, SHNA, CDN) (ROP-3) (5¢, 25¢w) (95)	News-Sentinel Co. M. G. Chambers, Pres. Scripps-Howard Newspapers, Pub.	Loye W. Miller Wm. P. Lindley	Joe Levitt Robt. W. Wilson (sp) Maxine Bartlett (Su)	M. G. Chambers (bm) C. W. Bevinger (cm)	J. C. Howard C. W. Bower (n) Allen J. Ware (el)	J. E. Gronseth (pm)
	Sunday edition (S) 72,835	.14	.24							
MEMPHIS 311,000	Commercial Appeal (m) 135,575	.28	...	(I-D) (AP, UP, INS, C-DN) (ROP-3) (†) (5¢ 10¢S, 15¢w-m, 25¢w mS) (95)	Memphis Pub. Co. John H. Sorrells, Pres.-Pub.	Frank Ahlgren Robt. F. Paine (me)	Malcolm Adams David Bloom (sp) Sam Kahn (Su)	Enoch Brown (gm-bm) F. Goldschmid (cm)	Pleas R. Pettit W. O. Sturdivant (n) Walter Fontaine (el)	E. Maxwell P. D. Martineau (apm) R. Richardson (ma)
	Sunday edition (S) 157,035	.33	.30							
	Press-Scimitar (e) 107,436	.23	...	(I) (AP, UP, SHNA) (ROP-3) (†) (mer) (J) (5¢, 10¢S) (95)	Memphis Pub. Co. John H. Sorrells, Pres.-Pub.	Edw. J. Meeman J. Z. Howard	Null Adams George Bugbee (sp)	Enoch Brown, Jr. Orville Cross (cm)	Pleas R. Pettit W. O. Sturdivant (n) W. K. Fontaine (el)	K. D. Moffett P. D. Martineau (apm) R. J. Richardson (ma)
	Combined daily (me) 243,011	.45	.40							
	(Note: General advertising, daily, sold optionally in combination with morning Commercial Appeal. Rates shown by both papers, are individual rates only. Combination rate also listed.)									
MORRISTOWN 8,050	Gazette & Mail (e)	.032	...	(I) (J) (none)				J. E. Helm, Jr. (bm) F. Williams (cm)	J. E. Helm, Jr.	
MURFREESBORO 14,000	News-Journal (e ex Sat.) 3,861	.025	...	(I) (AP) (†) (J) (5¢, 15¢w) (72)	Mid-South Pub. Co. Jack McFarland, Pres.-Pub.	Jack McFarland Coralie Rynerson	Mary B. Hughes	Larry Miller (bm) Joe V. Chapman (cm)	V. B. Barrickman Larry Miller (n)	S. Putman (ma)
	Sunday edition (S) 3,861	.025	...							
NASHVILLE 257,726 (Met. Area)	Banner (e) 73,889	...	...	(I) (AP, UP, INS) (5¢) (17)	Nashville Banner Pub. Co. James G. Stahlman, Pres.-Pub.	Charles Moss (me)	Jack Drury Fred Russell (sp)			
	Tennessean (m) 77,869	...	...	(D-I) (AP, UP, INS) (17)	Tennessean Newspapers, Inc. Silliman Evans, Pres.-Pub.	Coleman Harwell (exec-ed)	W. W. McClanahan, Jr. Raymond Johnson (sp) J. G. Wharton (Su)			
	Sunday edition (S) 129,092	.28	.36							
	Combined daily (me) 151,758	.30	.42							
	The Nashville Tennessean and the Banner are corporately and editorially separate, but operate under a joint agreement through a third corporation known as the Newspaper Printing Corporation, the personnel of which follows: Newspaper Printing Corporation, Agent, Banner and Tennessean. James G. Stahlman, chairman of the board; Silliman Evans, president; Frank C. Stahlman, vice-president; E. B. Stahlman, Jr., vice-president and production manager; E. P. Charlet, secy-treasurer and business manager; J. T. Griscom, vice-president and advertising director; James Armistead, retail advertising manager; Phil Breen, national advertising manager; Maxey Hewitt, classified advertising manager and Walter Seigenthaler, vice-president and circulation director; Wm. Roper, assistant circulation director.									
PARIS 8,000	Post-Intelligencer (e) 2,251	.035	.10	(D) (AP) (J) (5¢, 15¢w) (111)	W. Percy Williams	W. Percy Williams				
UNION CITY 8,000	Messenger (e) 3,507	.035	.15	(I-D) (AP) (†) (J) (3¢, 13¢w) (111)	Edmund S. Critchlow	Edmund S. Critchlow	Martha E. Alexander Tommy Rankin (sp)	E. S. Critchlow (gm-bm) Mrs. W. Bondurant (cm)	W. D. Burdine (a-el) E. S. Critchlow (n)	E. S. Critchlow W. D. Burdine (apm) Bruce Bucy (ma)

FOR COMPLETE INDEX SEE LAST FOUR PAGES

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

TEXAS

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ABILENE 40,000	Reporter-News (m) 15,159	...	...							
	Reporter-News (e) 14,378	...	...	(D) (AP, UP) (ROP-1) (†) (5¢, 20¢w-m, 20¢w-e, 35¢w-comb.) (102)	Reporter Pub. Co. Bernard Hanks, Pres.-Pub. Howard McMahon, Asst. Pub.	Frank Grimes W. Bedichek	Prexy Anderson Hal Sayles (sp) Prexy Anderson (Su)	Howard McMahon F. J. Pruitt (cm)	Alton Dorsett Howard McMahon (n) Herbert Trantham (cl)	D. F. McCarty (apm) M. T. Scott (ma)
	Combined daily (me) 29,537	.10	...							
	Reporter-News (S) 23,529	.10	...							
AMARILLO 75,000	Globe (e ex Sat. 13,022	...	...							
	News (m) 23,159	...	...	(I-D), (AP, UP) (ROP-2) (†) (5¢, 20¢w-m, 18¢w-e) (102)	Globe News Pub. Co., Inc. Gene A. Howe, Pres.-Pub.	John L. McCarty		G. W. Camp (bm) C. F. Underwood (cm)	Paul Allingham	Roy Cline (ma)
	Combined daily (me) 36,181	.15	.24							
	News-Globe (S) 31,770	.15	.24							
	Times (e) 5,893	.06	.05	(I) (INS) (†) (mer) (5¢) (65)	Times Pub. Co. W. Glynn Morris, Pres. W. Glynn Morris and S. B. Whittenburg, Pubs.	S. B. Whittenburg John Lynch		C. C. Gibson (cm)	Don Blair B. F. Shepherd (n) Marjorie Martin (cl)	L. F. Salter (ma)
	Sunday edition (S)	.06	.05							
ATHENS 4,900	Review (e) 1,124	.0215	.12	(D) (†) (J) (5¢) (none)	A. M. Barnes, Pub.	H. M. Kemp		A. M. Barnes (gm-bm) Myrtle Hable (cm)	A. M. Barnes	
AUSTIN 92,678 106,193 (Met. Dist.)	American (m) 17,760	...	...							
	Statesman (e) 14,572	...	...	(D) (AP, UP, INS) (ROP-3) (†) (5¢, 5¢S, 20¢w-eS, 20¢w-meS, 35¢w-meS) (19)	American Pub. Co. Charles E. Marsh, Pres.	Chas. E. Green Gordon Fulcher (me-e) S. P. Engelking (me-m)	M. Midkiff (co-m) Brown Booth (co-e) W. Hart (sp-meS)	Louis N. Goldberg (bm) C. C. Moore (cm)	Geo. T. Atkins (a-n) A. A. Oxford (cl)	Geo. T. Atkins (apm) W. F. Thompson (ma)
	Combined daily (me) 32,632	.14	.25							
	American-Statesman (S) 31,754	.14	.25							
BAY CITY 6,504	Tribune (e)	.02	...	(D) (UP) (24)	Tribune Ptg. Co.					
BEAUMONT 59,061	Enterprise (m) 34,492	...	...							
	Journal (e) 22,996	...	...	(D) (AP, UP, INS) (ROP-1) (†) (mer) (5¢, 10¢S) (17)	Enterprise Co. Mrs. J. L. Mapes, Pres. E. C. Davis, V.-P.	Alfred Jones (ed-in-ch). T. T. Hunt (me-m) W. W. Ward (me-e)	T. T. Hunt (m). W. W. Ward (e) G. V. Burke (sp-m) Bill Scurlock (sp-e)	E. C. Davis (bm). E. H. Mapes (cm)	L. C. Lee Mary A. Petru (cl)	O. E. Petry (comp)
	Combined daily (me) 57,388	.15	...							
	Enterprise (S) 46,867	.15	...							
BIG SPRING 15,500	Herald (e ex Sat.) 5,382	.04	.30	(I-D) (AP) (ROP-1) (†) (5¢, 18¢w) (102)	Big Spring Herald, Inc. R. W. Whipkey, Pres.-Pub.	Robert W. Whipkey Joe D. Pickle (me)		M. K. House (bm) T. J. Dunlap (cm)	R. W. Miller	O. R. Coleman (ma)
	Sunday edition (S) 5,382	.04	.30							
BONHAM 6,349	Favorite (e ex Sat.) 2,618	.03	...	(D) (UP) (†) (J) (5¢) (102)	Bonham Daily Favorite, Inc. Frank Svoboda, Pres.-Pub.	R. M. Cantrell	R. M. Cantrell (sp)	Frank Svoboda	Duncan Anderson Frank Svoboda (n)	Duncan Anderson (apm) C. G. Holcombe (ma)
	Sunday edition (S) 2,618	.03	...							
BORGER 15,500	Herald (e ex Sat.) 5,795	.04	.04	(I-D) (AP) (†) (J) (5¢, 20¢w) (102)	Panhandle Pub. Co., Inc. D. M. Warren, Pres.	Eugene Phillips J. C. Phillips	V. D. Cypber T. Kuhl (sp) W. Jolly (Su)	J. C. Phillips (gm-bm). Sam Rempel (cm)	W. L. Sercomb M. Maxwell (n) R. Haigh (cl)	Chas. Herrmann (ma)
	Sunday edition (S) 5,795	.04	.04							
BRECKENRIDGE 6,000	American (ex Th-Sat) 3,201	.04	.12	(I) (UP) (†) (J) (3¢, 5¢S, 12¢w) (102)	Walter Murray, Pub.	C. M. Hall		C. Harrell (off mgr) Dorothy Palmer (cm)	Frank Bird	Frank Bird Thomas Hicks (ma)
	Sunday edition (S) 3,201	.04	.12							
BRENHAM 6,435	Banner-Press (e ex Sat.)	.03	...	(I) (UP) (J) (5¢) (102)	Banner-Press, Inc. Tom S. Whitehead, Pres.	Ruby Robertson	W. A. McMeans (sp)		Mrs. Tom Whitehead	Jas. Byrd (ma)
BROWNSVILLE 25,000	Herald (e) 7,868x	.07	...	(I) (AP) (ROP-1) (†) (5¢, 10¢S) (102)	Herald Pub. Co. Leo E. Owens, Pres.-Pub.	Hart G. Stilwell Jack E. Rutledge	E. C. Osborn (sp) Jack E. Rutledge (Su)	E. G. Hoffsten, Jr. (gm-bm) H. C. Appleton (cm)	L. W. Smith J. E. Cronenwett (n) C. E. Reil (cl)	E. G. Hoffsten, Jr.
	Sunday edition (S) 7,238	.07	...							
BROWNWOOD 31,943	Bulletin (e ex Sat.) 8,386	.06	.18	(D) (UP) (†) (5¢, 20¢w) (77-5)	C. C. Woodson, Pub.	Ernest Jones	Don H. Rogers (sp)	C. C. Woodson Alex McBroom (bm-cm)	W. E. Robitsek Alex McBroom (n) Lucile Creswell (cl)	C. C. Woodson W. E. Robitsek (apm) F. Barbee (ma)
	Sunday edition (S) 8,386	.06	.18							
BRYAN 11,842	Eagle (e) 2,571	.025	.10	(D) (AP) (†) (J) (5¢, 15¢w) (none)	Eagle Ptg. Co. Mrs. Lee J. Rountree, Pres.-Pub.	Mrs. Lee J. Rountree	James Whaley Milton Malongy (sp)	Mrs. L. J. Rountree (gm-bm) Jas. M. Lynch (cm)	Myredelle Compton P. A. Tardy (n)	Mayon Ricks (ma)
CHILDRESS 8,000	Index (e ex Sat.) 4,829	.035	.05	(I) (UP) (†) (J) (5¢, 15¢w) (102)	Childress Index Pub. Co., Inc. Morris Higley, Pres.-Pub.	Morris Higley Doyle Vinson	Doyle Vinson (ce-sp-Su)	Morris Higley Neil Vansant (bm) Leo McDaniel (cm)	Neil Vansant (a-n) Leo McDaniel (cl)	Neil Vansant W. A. Amburn (ma)
	Sunday edition (S) 4,829	.035	.05							
CISCO 4,868	Press (e ex M Sat) 2,341	.03	...	(I-D) (AP) (†) (J) (102)	Free Press Pub. Corp. Arch B. O'Flaherty, Pub.	B. A. Butler		Roy Tuggle (cm)	W. H. LaRocque	W. B. Brecheen
	Sunday edition (S) 2,341	.03	...							
CLEBURNE 12,429	Times-Review (e ex Sat.) 5,732	.04	.04	(D) (UP) (†) (J) (5¢) (102)	Wm. Rawland and W. Murray, Partners Wm. Rawland, Pub.	Celeste Lawson Wm. Rawland	Celeste Lawson	Wm. Rawland Vivian Lawson (bm) Harry Jones (cm)	Elmer Wright Wm. Rawland (n)	J. Stinson (ma)
	Sunday edition (S) 5,732	.04	.04							
CORPUS CHRISTI 119,000	Caller (m) 23,011x	...	...							
	Times (e ex Sat.) 18,536x	...	...	(I-D) (AP, UP) (ROP-1) (†) (mer) (5¢, 35¢w) (102)	Caller-Times Pub. Co. B. H. Hanks, Pres. Conway C. Craig, Pub.	Geo. Kunkel R. M. Jackson (me-e) R. B. McCracken (me-m)	Bill McIntosh (ce-e) H. L. Moore (ce-m) Vic Cook (sp) Geo. Kunkel (Su)	Conway C. Craig (gm-bm) Harry McNiel (cm)	Gilbert Vetters (a-n) Allen Gardner (cl)	James Skinner A. T. Brace (ma)
	Combined daily (me) 41,547x	...	...							
	Caller-Times (S) 29,165x	...	...							
	Chronicle (e) 2,800	.04	...	(D) (TR) (†) (J) (5¢) (77-5)	Wm. J. Light and Roy S. Daley, Pubs.	Wm. J. Light	Townsend Howes (ce-sp)	Roy S. Daley Bill Light (cm)	Roy S. Daley Wm. Light (n) Townsend Howes (cl)	Carlos Munos (ma)
CORSICAN 26,858	Sun (e) 5,270	.04	.04	(D) (AP) (†) (5¢) (102)	Sun-Light Pub. Co. Wortham & Martin, Owners	L. A. Wortham	Sidney Story Paul More (sp)	Lowry Martin Fred DuBose (cm)	Boyce Martin (a-n) Dave Levy (cl)	H. T. Robinson (ma)
CUERO 5,474	Record (e ex Sat.) 1,648	.02	...	(I-D) (INS) (†) (J) (5¢, 15¢w) (102)	Cuero Pub. Co., Inc. Mrs. J. C. Howerton, Pres. J. W. Howerton, Pub.	Harry C. Putnam	Bill Cunningham (sp)	J. W. Howerton Polly Howerton (cm)	J. W. Howerton Polly Howerton (cl)	H. L. Mueller (ma)
	Wednesday edition (Wed.) 2,901	.03	...							
	Sunday edition (S) 1,648	.02	...							
DALHART 4,682	Texan (e) 3,162	.03	...	(I) (†) (J) (5¢, 15¢w) (102)	Dalhart Pub. Co., Inc. E. Bishop, Pres.-Pub.	Albert Law	Albert Law Ed Bishop (sp)	Ed Bishop Mrs. Ethel Williams (bm) Mrs. Eugene Gibney (cm)	Adrian Odom Ora Mae Harvey (cl)	C. H. Hawkins (ma)
DALLAS 450,950	News (m) 114,272	.23	.26	(I-D) (AP, UP) (ROP-3) (†) (J) (5¢, 10¢S, 25¢w) (112)	A. H. Belo Corp. G. B. Dealey (Pub. & Ch. of Bd.) E. M. (Ted) Dealey, Pres.	Dr. J. J. Taylor Harry C. Withers (me)	Theodore H. Barrett Victor Davis (sp)	E. M. (Ted) Dealey R. M. Buchanan (bm) Jack Estes (cm)	David W. Smith (loc) Harry D. Guy (n) A. P. Vaughan (cl)	Herbert W. Smith Raymond W. Foy (sales mgr.) Leven T. Deputy (ma)
	Sunday edition (S) 130,941	.27	.26							
	Times-Herald (e) 104,332	.21	.30	(I-D) (AP, UP, INS) (ROP-1) (†) (5¢, 10¢S, 20¢w) (17)	Times-Herald Ptg. Co. Tom C. Gooch, Pres.-Pub. A. Swinsky, V.-P.	Allen Merriam E. K. Mead (me)	L. B. Barham J. R. Hayes (sp)	A. Swinsky, Jr. Dennis A. Greenwell (Sec.-Treas.) I. T. Whitt (cm)	Sam R. Bloom (ad dir). D. L. Schneider (n) Mrs. Ruth Moen (cl)	
	Sunday edition (S) 102,492	.21	.30							
				(Note: Color: 4 colors available on specified page, special sections run.)						
DEL RIO 13,343	News-Herald (e) 3,743	.03	...	(I) (AP) (†) (J) (5¢) (102)	Del Rio Pub. Co., Inc. Ross Woodson, Pub.	Ross Woodson	Ima Jo Fleetwood	Ross Woodson Nell Ruth Peters	Chas. T. Pingenot Nell Ruth Peters (cl)	J. R. Dunman (ma)
	Sunday edition (S) 3,743	.03	...							



We Submit the $64 Question

Circulation is important but don't overlook Readership!

The Dallas Morning News, now with the largest net paid circulation in its history, also calls attention to the fact that more people are READING its issues now than ever before.

We offer substantiation in our classified ad patronage, our letters from the people and the response of the schools to the pioneering work we are doing in that quarter.

We Carry Over 70% of Dallas Employment Ads

Over 70 per cent of employment advertising, carried by Dallas newspapers in 1942, appeared in The Dallas News. Its Want Ad margin in all classifications over other Texas newspapers year after year is a direct proof of The News' *leadership* in *readership*, of the kind that is highly interesting to display advertisers. For where the people spend their money to meet their own individual advertising needs is *where the people read and buy!*

People Are Writing to The Dallas News

Texans are not only thinkers but are also well able to express their thoughts. They like to write to The Dallas News.

Naturally, the currently most-popular subject of their letters is the war effort on which Texans have some very decided opinions, as the rest of the Nation learned in 1942! And the World knows that Texas is backing its words with deeds!

Letters come to The News on all kinds of subjects, such as politics, literature, history, school and church affairs, sports, agriculture—a veritable cross-section of daily living. The News prints the best and timeliest of these letters on its editorial page where they find a reader following equal to the best of The News' other features.

Our Index of Educational Content

Lotest development in The News' rapprochement to the schools is a weekly "Index of Educational Values in The Dallas News," published for teachers, with the aid of teachers. During a period of nine weeks following the fall opening of schools, the Index was sent to every public school teacher in Dallas and Dallas County. Material for its issues was supplied largely by volunteer committees of teachers representing grades from primary, through high schools. In a single week as many as 500 news stories, editorials and special features were checked in The News, each adjudged as having a definite tie-in with one or more branches of the daily curricula.

Through such work, the importance of intelligent newspaper readership is impressed upon boys and girls—our future citizens and subscribers!

Sell the Readers of The News and You Have Sold the Dallas Market

The Dallas Morning News

JOHN B. WOODWARD, Inc., *Representatives*

***Affiliates:* Radio Stations WFAA and KGKO . . . The Texas Almanac**

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
DENISON	Herald									
15,581	(e ex Sat.) 7,665	.05	.05	(I-D) (AP) (ROP-2) (†) (5¢, 17¢w) (102)	Denison Herald, Inc. Millard Cope, Pres.-Pub.	Claud Easterly Paul Tooley	Jane Thompson Paul Tooley (sp)	Millard Cope Fred Conn (bm) W. J. Winkler (cm)	Fred Conn (a-n) Jewell Painter (cl)	C. E. Boyd (ms)
	Sunday edition (S) 7,665	.05	.05							
DENTON	Record-Chronicle									
12,000	(e) 3,285	.03	.06	(D) (AP) (†) (5¢) (102)	Record-Chronicle Co., Inc. R. J. Edwards, Pres.	R. J. Edwards		R. J. Edwards Lee R. McDonald (bm) C. A. Hagan (cm)	Lee R. McDonald (n) H. A. Bradford (cl)	B. E. Drake (ms)
EDINBURG	Valley Review									
3,817	(m) 4,617	.035	...	(I)(AP) (J) (5¢) (77-5)	Review Pub. Co. R. A. Snell, Pres. W. R. Montgomery, Pub.	Bishop Clements		V. E. Koleber (bm)	V. E. Koleber	Kurt Flach (ms)
EL PASO	Herald-Post									
118,000	(e) 24,022	.14	...	(I) (AP, UP, INS, SHNA) (ROP-3) (†) (mer) (5¢) (95)	Herald-Post Pub. Co. W. G. Chandler, Pres.	E. M. Pooley Chester Chope	H. A. Michael Robt. Ingram (sp)	E. T. Lewis (bm) Mayo Seamon (cm)	R. D. McNeil Thos. H. Peterson (n) Norman Loose (cl)	Guy Edge (ms)
	Times (m) 25,848	...	...	(D) (AP, UP, INS) (ROP-3) (†) (mer) (5¢, 25¢w) (102)	El Paso Times, Inc. D. D. Roderick, Pres.-Pub.	Wm. J. Hooten Ray Stover	E. E. Wheelock (act-ce) Pete Snelson (sp)	K. B. Clark (gm-bm) Mayo Seamon (cm)	E. T. Lewis T. H. Peterson (n) Carl Dunbar (cl)	
	Combined edition (me) 52,870	.17	.30							
	Sunday edition (S) 31,358	.14	.24							
ENNIS	News									
7,087	(e) 2,450	.025	...	(I) (UP) (mer) (J) (77-5)	United Pub. Corp. C. A. Nowlin	C. A. Nowlin		C. A. Nowlin	C. A. Nowlin	C. A. Nowlin (ms)
FORT WORTH	Press									
242,466	(e) 35,000	.13	.08	(I) (UP) (ROP-2) (†) (5¢, 15¢w) (95)	Ft. Worth Press Co. W. G. Chandler, Pres. Scripps-Howard Napers, Pub.	Don Weaver M. W. Taggart	David Hall Pop Boone (sp)	J. A. Foltz, Jr. (bm) E. R. Roth (cm)	E. C. Willard Geo. Carter (n) Virgil Segale (cl)	Joe Minyard (ms)
	Star-Telegram (m) 96,671	...	...	(I-D) (AP, INS) (*S) (ROP-3) (†) (5¢m-e, 10¢S, 15¢w-m or e, 25¢w-mS or eS, 35¢w-meS) (none)	Carter Publications, Inc. Amon G. Carter, Pres.-Pub.	James N. North, Jr. James R. Record	Sam Kinch (co-m) Cullum Greene (co-e) Flem Hall (sp)	B. N. Hones (gm-bm) Harold V. Hough (cm)	Bush Jones (n) G. E. Vance (cl)	G. Woodman (ms)
	Star-Telegram (e) 90,860	...	...							
	Combined daily (me) 187,431	.34	.33							
	Sunday edition (S) 150,149	.34	.33							
	Morning & Sunday (mS) 247,020	.46	...							
	Evening & Sunday (eS) 240,700	.44	...							
GAINESVILLE	Register									
9,651	(e) 3,550	.03	...	(D) (AP, UP) (†) (5¢) (none)	Register Ptg. Co., Inc. Joe M. Leonard, Pres. C. H. & J. M. Leonard, Pubs.	J. M Leonard	A. Morton Smith A. W. Wells (sp)	C. H. Leonard (bm) Warren Flowers (cm)	J. M. Leonard E. Graham (n)	F. M. Ellis (ms)
GALVESTON	News									
72,000	(m) 11,853	...	.10	(I-D) (AP, UP) (†) (5¢, 20¢w-m, 14¢w-e) (18)	News Pub. Co., Inc. W. L. Moody, Jr., Pres. Louis C. Elbert, Pub.	E. L. Wall (m) G. A. Seel (e) Silas B. Ragsdale (man. ed)	Brian Spinks (m) G. A. Seel (e) A. C. Becker, Jr. (sp-m) Dwight Leveritt (sp-e)	Louis C. Elbert A. C. Becker (bm) August Weber (cm)	W. R. Roberts (a-n) J. C. Snider (cl)	C. W. Briggs (ms)
	Tribune (e) 10,190	...	.10							
	Combined daily (me) 22,043	.11	.15							
	News (S) 16,975	...	.10							
	Evening & Sunday (eS) 27,165	.12	.15							
GILMER	Mirror									
3,138	(e)	.02	...	(D) (AP) (J) (none)	Tucker & Laschinger R. H. Laschinger, Pub.	R. H. Laschinger (me)		G. H. Tucker		R. H. Laschinger
GLADEWATER	Times-Tribune									
6,000	(e ex Sat.) 3,862	.035	...	(D) (UP) (†) (J) (5¢, 15¢w) (102)	Barnes H. Broiles, Pub.	Barnes H. Broiles J. M. Drummond	J.M. Drummond (ce-sp)	B. H. Broiles	B. H. Broiles	J. Franklin (ms)
	Sunday edition (S) 3,862	.035	...							
GONZALES	Inquirer									
4,722	(e) 1,421	.025	...	(D) (UP) (J) (5¢) (102)	Mrs. Henry Reese, Jr. & Sons, Pubs.	Henry Reese				
GOOSE CREEK	Sun									
10,500	(e) 4,832	.035	.035	(I-D) (UP) (†) (J) (5¢, 15¢w) (102)	Peoples Ptg. Co., Inc. W. L. Pendergraft, Pres.-Pub.	W. L. Pendergraft Fred Hartman	Fred Hartman	Robert Matherne (gm-bm) LaVerne Matherne (cm)	J. S. Ott Bob Matherne (n) C. L. Taylor (cl)	Bob Matherne (pm-apm) S. L. Barnes (ms)
GRAHAM	Reporter									
7,700	(e) 1,141	.25 net	.10	(D) (†) (J) (5¢, 10¢w) (none)	Phil E. Luker, Pub.	Phil E. Luker				
GREENVILLE	Banner									
13,995	(e) 7,994	.04	.12	(D) (AP) (†) (5¢, 25¢w) (102)	Banner Pub. Co. Paul E. Horton, Pres.	Herman E. Scott Paul E. Horton (me)	Herman E. Scott (sp)	Paul E. Horton Frank D. Horton (cm)	Paul E. Horton (n) Harriett Collins (cl)	Norwood Lake (ms)
	Herald (m ex M.) 7,967	.03	...	(D) (AP) (†) (5¢) (19)	Herald Pub. Co., Inc. T. R. Poole, Pres.-Pub.	T. R. Poole J. B. Briscoe	J. B. Briscoe T. R. Poole (sp-Su)	W. C. Poole Gladys Poole (cm)	Geylon Gautier W. C. Poole (n) Gladys Poole (cl)	W. C. Poole (apm) W. Sinclair (ms)
	Sunday edition (S) 7,967	.03	...							
HARLINGEN	Valley Morning Star									
18,000	(m) 7,457x	.05	.18	(I) (UP, AP) (ROP-3) (†) (5¢, 25¢w) (102)	Valley Pub. Co. Leo E. Owens, Pres.-Pub.	John Stone		Robt. L. Owens	J. Cronenwett	B. Autrey (ms)
	Sunday edition (S) 7,360†	.05	.18							
	(† Sunday ABC circulation for period Aug. 2, 1940-Sept. 30, 1942.)									
HENDERSON	News									
6,437	(e ex Sat.) 4,475	.04	...	(D) (UP) (ROP-1) (5¢, 20¢w) (102)	News Pub. Co. D. R. Harris, Pres.-Pub.	J. J. Bowman D. R. Harris	J. J. Bowman Vernon Dowdy (sp)	D. R. Harris T. N. McCarty (bm) E. G. Velvin (cm)	J. M. Dudley	E. M. Coolidge (ms)
	Sunday edition (S) 4,588	.04	...							
HILLSBORO	Mirror									
8,000	(e) 1,627	.018	.05	(D) (AP) (†) (J) (5¢) (102)	Texas Novelty Adv. Co. Agnes Campbell, Pres.	J. C. Butts Agnes Campbell		Agnes Campbell (gm-bm) H. G. Blount (cm)	Agnes Campbell	E. Cunningham (ms)
HOUSTON	Chronicle									
424,225	(e) 121,561	.25	...	(D) (AP, UP, INS) (*S) (ROP-3) (†) (3¢, 10¢S) (17)	Chronicle Pub. Co. Jesse H. Jones, Pres.-Pub.	Geo. W. Cottingham Wm. C. Repass	M. E. Walter Dick Freeman (sp)	J. H. Butler (bm) T. E. Lee (cm)	M. S. Bright R. W. McCarthy (n) J. H. Shelp (cl)	Tom Wainwright
500,000 (Met. Area)	Sunday edition (S) 132,901	.26	...							
	Post (m) 104,639	.23	.15	(D) (AP, UP) (ROP-3) (†) (J) (5¢, 10¢S) (19)	Houston Ptg. Corp. Wm. P. Hobby, Pres.-Pub.	W. P. Hobby Lloyd Gregory	Roy Grimes Vic. Emanuel (sp) Robt. V. Johnson (Su)	C. C. Maes L. C. Kirby (cm)	F. L. Ross Tom Maes (n) L. K. McKnight (cl)	H. H. Dancy (pm-apm) A. L. Ladd (ms)
	Sunday edition (S) 115,793	.25	.15							
	Press (e) 73,605	.18	...	(I) (UP) (ROP-2) (†) (3¢) (95)	Houston Press Co. Ray L. Powers, Pres.	Allan C. Bartlett W. L. Vennell	Vance Trimble Andy Anderson (sp)	Ray L. Powers (bm) Earl Buell (cm)	Charlie Evans J. Pike Powers (n) W. Osterday (cl)	
JACKSONVILLE	Progress									
7,213	(e) 1,330	.025	...	(D) (AP) (†) (J) (5¢) (none)	McFarland Pub. Co.	Raymond West	Edwin Van Zandt (ce-sp)	Raymond West	Edwin Davis	Harmon Davis (ms)
KILGORE	News-Herald									
6,708	(e ex Sat.) 5,835	.04	...	(I) (UP) (†) (J) (5¢) (19)	Chas. K. Denall, Owner	Winston Gardner		M. E. Terry (bm) J. W. Ivey (cm)	T. W. Graham J. V. Kirksey, Jr. (cl)	John W. Pearce R. W. Wagner (ms)
	Sunday edition (S) 5,835	.04	...							
LAREDO	Times									
42,000	(e ex Sat.) 10,638	.07	.12	(D) (AP) (ROP-2) (†) (5¢, 18¢w) (56)	Laredo Daily Times, Inc. Wm. Prescott Allen, Pres.-Pub.	Herschiel L. Hunt	Wm. C. Ford (sp)	W. P. Allen T. B. Watson (bm) Wm. C. Ford (cm)	Wood M. Hall T. B. Watson (n) Mrs. M. Novoa (cl)	W. M. Hall (apm) J. G. Watt (ms)
	Sunday edition (S) 10,638	.07	.12							
LONGVIEW	Journal									
18,758	(m ex M.) 9,935	...	...	(I-D) (AP, UP) (J) (5¢, 10¢S, 20¢w) (102)	Longview News Co., Inc. Carl L. Estes, Pres.-Pub.	Louis F. Hart	Ellie Hopkins Ed. Leach (sp) Louis F. Hart (Su)	S. A. Parker Elizabeth Wood (bm), B. A. Barrett (cm)	S. A. Parker (a-n) Ruth Sutton (cl)	S. A. Parker John Holland (ms)
	News (e ex Sat.) 7,256	...	...							
	Combined daily (me) 17,201	.08	.15							
	News-Journal (S)	.08	.15							
LUBBOCK	Avalanche									
31,853	(m ex M.) 13,489	...	...	(I-D) (AP, UP) (†) (5¢ 20¢w, m, e; 35¢w-me) (102)	Avalanche-Journal Pub. Co., Inc. Parker F. Prouty, Pres. Chas. A. Guy, Pub.	Chas. A. Guy C. W. Ratliff	R. C. Hankins (ce-e) A. B. Slagle (ce-m) Choe Hutcheson (sp)	Parker F. Prouty Jas D. Shaw (bm) Jesse F. Chinn (cm)	Mrs. L. B. Knouf (n) Howard E. Hunt (cl)	Roy S. Watts (ms)
	Journal (e ex Sat.) 10,019	...	...							
	Combined daily (me) 23,508	.10	...							
	Avalanche-Journal (S) 21,287	.10	...							

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
LUFKIN	News									
9,867	(e ex Sat.) 6,792	.04	...	(I) (AP) (†) (J) (5¢, 15¢w) (19)	Lufkin Pub. Co. J. H. Kurth, Jr., Pres. Jack C. McDermott, Pub.	Jack C. McDermott	Charlotte Phelan J. C. McDermott (sp-Su)	J. C. McDermott (gm-bm) Chas. Allen (cm)	Hal C. Hiller	Hal C. Hiller (pm-apm) A. Bolles (ma)
	Sunday edition (S) 6,876	.04	...							
McALLEN	Valley Evening Monitor									
14,000	(e ex Sat.) 4,419x	.04	.032	(I) (AP) (ROP-1) (†) (5¢, 10¢S, 25¢w) (102)	Valley Eve. Monitor, Inc. L. E. Owens, Pub.-Pres.	Si Cassady Mynatt Smith		Robt. L. Womack (cm)	L. G. Nicolai J. Cronenwett (n) Muriel Kirby (el)	
	Sunday edition (S) *4,088	.04	.032		(* Resumed individual Sunday issuance August 2, 1942.)					
McKINNEY	Courier-Gazette									
10,000	(e) 1,653	.025	.06	(D) (†) (J) (5¢, 15¢w) (none)	Tom W. Perkins, Pub.	Tom W. Perkins	D. W. Bagwill	T. W. Perkins (gm-bm) J. M. Foster (cm)	J. M. Foster	R. P. Jones (ma)
MARLIN	Democrat									
6,700	(e) 790	.021	.06	(D) (†) (J) (5¢) (none)	Marlin Democrat Roy Eddins, Pres.	Mrs. Roy Eddins Roy Eddins	Mrs. Roy Eddins Roy Eddins (sp)	Roy Eddins (gm-bm) Mrs. R. Eddins (cm)	Roy Eddins	Roy Eddins
MARSHALL	News-Messenger									
20,000	(e ex Sat.) 10,354	.06	.18	(I) (AP, UP) (†) (5¢, 10¢S; 20¢w) (102)	Marshall Pub. Co. Riley Cross, Pres.-Pub.	Riley Cross E. Hurley	Spencer Jones (sp)	Riley Cross Jack Stephens (cm)	Bert Clardy	J. T. Wooten (ma)
	Sunday edition (S) 10,354	.06	.18							
MART	Herald									
2,856	(e) 582	.021	...	(I) (J) (none)	Mart Herald Chas. R. Yancey, Pres. Yancey & Hartley, Pub.	Louis Hartley	Louis Hartley (sp)	Chas. R. Yancey	Chas. R. Yancey	
MEXIA	News									
8,000	(e ex Sat.) 4,318	.035	.06	(D) (UP) (†) (J) (5¢, 13¢w) (77-5)	News Pub. Co. Blake Smith, Jr., Pub.-Pres.	Miss N. Simmons		F. W. Welch (bm) Cull Ragland (cm)	Cull Ragland (a-el) F. W. Welch (n)	P. J. Bounds, Sr. (ma)
	Sunday edition (S) 4,318	.035	.06							
MIDLAND	Reporter-Telegram									
12,038	(e ex Sat.) 3,775	.04	.12	(I) (AP) (†) (J) (5¢, 18¢w) (102)	James N. Allison, Pub.	J. N. Allison		J. N. Allison J. L. McLaughlin (bm) R. R. Russell (cm)	J. L. McLaughlin (a-n) Oscar Luton (el)	Bob Gentry (ma)
	Sunday edition (S) 3,775	.04	.12							
MINERAL WELLS	Index									
6,303	(e ex Sat.) 3,031	.03	...	(I) (UP) (†) (5¢) (102)	Walter Murray	W. P. Cameron		Walter Murray (bm) M. Murray (cm)	La Rue DeBusk	
	Sunday edition (S) 3,031	.03								
MOUNT PLEASANT	Times									
4,528	(e ex Sat.)	.018	...	(I) (INS) (†) (J) (none)	Times-Review Pub. Co. G. W. Cross, Pub.	G. W. Cross	Hugh C. Cross	G. W. Cross H. C. Cross (bm) Mrs. Earl Porter (cm)	H. C. Cross	Luther Johnson (ma)
	Sunday edition (S)	.018	...							
NACOGDOCHES	Sentinel									
7,538	(e) 1,493	.025	...	(I) (UP) (†) (5¢) (none)	Sentinel Pub. Co. B. G. Byars, Pres. Stanley Irvine, Pub.	Stanley Irvine Carey H. Sayder (me)		Stanley Irvine (bm) A. Bower (cm)		A. M. Bower (ma)
NAVASOTA	Examiner									
12,500	(e)	.021	...	(I) (†) (J) (5¢) (none)	G. W. Brooks, Pub.	Lucille Nemir		G. W. Brooks		
ODESSA	American									
12,500	(e ex Sat.) 6,342	.05	.05	(I) (AP, UP) (†) (mer) (5¢, 15¢w) (56)	Odessa News-Times Co., Inc. John W. Peery, Pres. R. H. Shuffler, Pub.	J. M. Davis		Jack Walker (cm)	J. E. Freeman H. McLendon (n) A. M. Hawkins (el)	J. Seger (ma)
	Sunday edition (S) 6,342	.05	.05							
ORANGE	Leader									
7,472	(e ex Sat.) 4,884	.03	...	(I) (AP) (†) (J) (5-77)	Leader Pub. Co. Jas. B. Quigley, Pres.-Pub.	J. B. Quigley	Frank Maxwell (sp) Ella Mae Turner (Su)		E. R. Solomon	W. A. Steidley (ma)
	Sunday edition (S) 4,884	.03	...							
PALESTINE	Herald & Press									
12,133	(e ex Sat.) 7,434	.05	.18	(D) (AP, UP) (†) (J) (5¢, 20¢w) (102)	W. M. Hamilton & Sons	Franklin Bradford		Lamar Hamilton V. A. Hamilton (cm)		G. Steel (ma)
	Herald & Press (S) 7,434	.05	.18							
PAMPA	News									
15,000	(e ex Sat.) 7,340	.05	.36	(I-D) (AP) (†) (J) (5¢, 20¢w) (102)		Tex De Weese	J. D. Mueller E. B. Emerson (sp)	E. J. Hanna (gm-bm) Jas. Greene (cm)	E. B. Tracey (a-n) Jessye Stroup (el)	L. Staloup (ma)
	Sunday edition (S) 7,450	.05	.36							
PARIS	News									
30,000	(e ex Sat.) 10,440	.06	.18	(D) (AP) (†) (mer) (5¢, 20¢w) (102)	North Texas Pub. Co. A. G. Mayse, Pres.-Pub.	A. W. Neville W. N. Furey	W. N. Furey (ce) Bill Woodside (sp-Su)	A. G. Mayse Reagan Hurt (bm) W. W. Bassano (cm)	Raymond Dixon Reagan Hurt (n) Mrs. J. Braselton (el)	Raymond Dixon Leon Collins (ma)
	Sunday edition (S) 10,440	.06	.18							
PLAINVIEW	Herald									
10,200	(e ex Sat.) 4,835	.042	.18	(I) (AP) (†) (J) (5¢, 18¢w) (102)	Herald-News Pub. Co., Inc. H. S. Hilburn, Pres.	H. S. Hilburn	J. P. Woodward (ce) L. D. Brown (sp) H. S. Hilburn (Su)	E. Q. Perry (gm-bm) Jack Bristol (cm)	E. B. Miller (a-n) J. W. Bristol (el)	E. B. Miller (pm) J. B. Oswald (apm) R. A. Rodgers (ma)
	Sunday edition (S) 4,835	.046	.18							
PORT ARTHUR	News									
60,000	(e) 14,351	.07	.36	(I) (AP, UP, INS) (ROP-2) (†) (5¢) (19)	News Pub. Co. E. S. Fentress, Pres. J. E. Day, Pub.	John Ayres C. C. Aldridge, Jr.	C. C. Aldridge, Jr. Mayo Wells (sp)	Jas. E. Day (gm-bm) H. Nagle (cm)	J. R. Sadler (loc) A. D. Trahan (n) J. R. Faulkner (el)	
	Sunday edition (S) 14,487	.07	.36							
RANGER	Times									
4,553	(e ex Sat.) 2,638	.03	...	(I-D) (UP) (†) (J) (5¢) (102)	Times Pub. Co. Walter Murray, Pres. F. D. Hicks, Pub.	W. H. Mayes		Walter Murray J. A. Dennis (bm) Arthur Wolf (cm)	Joe Dennis Inez Harrell (n)	E. H. Jenkins (ma)
	Sunday edition (S) 2,638	.03	...							
SAN ANGELO	Standard									
31,239	(e ex Sat.) 7,981	...	...	(D)						
	Standard-Times (m) 17,250	...	...	(I-D)						
	Combined daily (me) 25,231	.05	.18	(AP) (ROP-1) (†) (5¢ 20¢w-m, 15¢w-e) (102)	San Angelo Standard, Inc. Houston Harte, Pres.-Pub.	Dean Chenoweth Al Sledge (me-m) Bill Gray (me-e)	Blondy Cross (sp) Jewel Shelton (Su)	Herbert Taylor (gm-bm) Minor Shutt (cm)	Max Waghorne Alba McCreary (n) Chas. W. Shelton (el)	H. Taylor Ben F. Roster (ma)
	Sunday edition (S) 21,602	.05	.18							
SAN ANTONIO	Express									
322,201	(m) 67,660x	.16	...							
	News (e) 73,168x	.15	...	(I) (AP, UP) (ROP-3) (†) (5¢m, 3¢e, 5¢S) (18)	Express Pub. Co. F. G. Huntress, Pres.-Pub.	M. M. Harris A. W. Grant (me-m) A. W. Walliser (me-e)	Oscar Owens (ce-m) T. D. Higgins (ce-e) Ward Burris (sp-m) Fred Mally (sp-e) Ed. Spill (Su)	Frank G. Huntress A. N. Bowers (bm) C. J. Goehringer (cm)	W. W. Watson (ad-dir.) Ed. V. Murphy (n) Walter Lehmann (el)	Houston Awalt (ma)
	Combined daily (me) 140,828x	.26	.30							
	Sunday edition (S) 111,275x	.20	.30							
	Light (e) 61,870x	.14	...	(I) (AP, INS) (ROP-2) (†) (mer) (3¢, 10¢S) (14-102)	Light Pub. Co. Wm. M. McIntosh, Pres.-Pub.	Wm. M. McIntosh Frank G. Ragsdale (me)	Sam Woolford Harold Scherwitz (sp) Renwicke Carey (Su)	C. L. Buchanan (bm) Edmund Campbell (cm)	L. J. Flume (ad dir) Chas. Treuter, Jr. (el)	Tom G. Riordan (ma)
	Sunday edition (S) 90,573x	.18	.30							
SAN BENITO	Light									
9,501	(e ex Sat.)	.03	...	(I-D) (UP) (†) (J) (5¢) (56)	San Benito Pub. Co. W. D. Holland, Pres.-Pub.	W. D. Holland Paul Cottrell	Paul Cottrell W. D. Holland (sp)	W. D. Holland	W. D. Holland	D. D. Nuckolls (ma)
SHERMAN	Democrat									
20,000	(e ex Sat.) 9,017x	.06	.06	(I-D) (AP) (ROP-2) (†) (mer) (5¢, 15¢w) (102)	Sherman Democrat, Inc. G. I. Wilcox, Pres.-Pub.	J. Newell Johnston	Ted R. Bomar	G. H. Wilcox J. H. McReynolds (bm) H. A. Padon (cm)	E. M. Hampton (a-n) Maurine Shields (el)	E. M. Hampton H. A. Mabry (ma)
	Sunday edition (S) 9,342x	.06	.06							
SULPHUR SPRINGS	News-Telegram									
6,742	(e ex Sat.) 2,264	.025	...	(D) (AP) (†) (J) (56)	Eric Bagwell, Pub.	Eric Bagwell	Fred Harrell (ce-sp) Eric Bagwell (Su)	Eric Bagwell C. E. Stewart (cm)	Jerome Bagwell (a-n) C. E. Stewart (el)	Eric Bagwell J. Bagwell (apm) Roy Jackson (ma)
	Sunday edition (S) 2,264	.025	...							
SWEETWATER	Reporter									
11,000	(e ex Sat.) 5,278	.04	.10	(I-D) (UP) (†) (5¢, 15¢w) (102)	Sweetwater Reporter, Inc. George Bennitt, Pres. Geo. & Russell Bennitt, Pubs.	George Bennitt	L. F. Chamberlain	George Bennitt Homer Baxter (cm)	R. E. Carpenter Kay Donahue (n) Claudine Callan (el)	U. H. Morgan (ma)
	Sunday edition (S) 5,278	.04	.10							
TAYLOR	Press									
7,875	(e ex Sat.) 4,263	.035	.12	(UP) (†) (mer) (5¢, 15¢w) (102)	Geo. B. Peeler, Pub.	Geo. B. Peeler	Alma L. Holman			E. F. Meier (ma)
	Sunday edition (S) 4,263	.035	.12							
TEMPLE	Telegram									
25,000	(m) 10,954	.07	.18	(I-D) (AP) (ROP-1) (†) (mer) (5¢, 18¢w) (102)	Bell Pub. Co. Frank W. Mayborn, Pres.-Pub.	Walter R. Humphrey	Harry Blanding, Jr. (ce-sp)	C. A. Schulz (bm) Jack Childress (cm)	R. L. Ogleby Geneta Courtney (n) John Fournier (el)	J. B. Smith (ma)
	Sunday edition (S) 11,785	.07	.18							
TERRELL	Tribune									
12,500	(e) 3,847	.03	.15	(D) (UP) (†) (5¢, 15¢w) (none)	Tribune Pub. Co. P. I. Austin, Pres. F. I. Massengill, Pub.	H. Galbraith F. I. Massengill	Benn Wilson	E. W. Massengill Fred I. Massengill (bm) F. B. King (cm)	B. Wilson	D. Dawson (ma)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
TEXARKANA	Gazette (m) 12,715	...	...	(I) (AP, UP) (ROP-2) (†) (5¢, 25¢w) (102)	Texarkana Newspapers, Inc. C. E. Palmer, Pres.-Pub.	Henry Humphrey J. Q. Mahaffey	Alfred Weeks (ce-m) Paul Lowry (ce-e)	Henry Humphrey W. E. Hussman (bm) Earl Miller (cm)	J. D. Bayham Lois Rochelle (n) Leon Wilson (cl)	
47,000 (See Texarkana, Ark.)	News (e) 7,610	...	...							
	Combined daily (me) 20,325	.10	.15							
	Sunday edition (S) 16,148	.10	.15							
TIMPSON 1,494	Times (e ex S-m.)	.011	...	(D) (4)	Timpson Ptg. Co.	T. J. Molloy				
TYLER 28,279	Courier-Times (e ex Sat.) 4,914	...	...	(D) (AP, UP) (ROP-1) (5¢, 10¢) (102)	T. B. Butler Pub. Co. T. B. Butler Estate, Owner	J. F. Donahue	Calvin Clyde Causey Munson (sp) M. T. Lemons (Su)	J. F. Donahue Billy Head (cm)	W. L. Caruthers Olney Davis (n) N. H. Lehman (cl)	Olney Davis W. L. Caruthers (apm) W. E. Yarbo (ms)
	Telegraph (m) 8,608	...	...							
	Combined daily (me) 13,522	.08	...							
	Courier-Times-Telegraph (S) 11,432	.08	...							
VERNON 11,000	Record (e) 4,623	.035	.12	(I-D) (AP) (ROP-1) (†) (J) (5¢, 15¢w) (102)	The Vernon Record R. H. Nichols, Pres.-Pub.	R. H. Nichols W. D. Dixon	N. P. Craig (ce-sp)	R. H. Nichols (gm-bm) B. C. Parham (cm)	L. A. Huddleston	A. C. Smith (ms)
VICTORIA 17,500	Advocate (e ex Sat.) 2,985	.04	.04	(D) (UP) (†) (J) (5¢, 15¢w) (56)	Advocate Pub. Co., Inc. J. V. Vandenberge, Pres.	Brad H. Smith Chester Evans (me)		Morris Roberts S. G. Hall (bm-cm)	Brad Smith (a-n)	Bob E. Hilmers (ms)
	Sunday edition (S) 2,985	.04	.04							
WACO 65,000 80,000 (Met. Area)	News-Tribune (m) 14,820	...	...	(I) (AP, UP) (ROP-3) (†) (5¢) (19)	Southern Pub. Co. E. S. Fentress, Pres.-Pub.	Frank Baldwin Harry Provence	Tom Caulfield "Jinx" Tucker (sp)	S. D. Jones (bm) W. D. Wolf (cm)	Pat Taggart C. V. Anderson (n) A. D. George (cl)	Pat Taggart (apm) T. D. Sedberry & W. R. Caldwell (ms)
	Times-Herald (e) 15,537	...	...							
	Combined daily (me) 30,357	.14	.22							
	Tribune-Herald (S) 31,132	.14	.22							
WAXAHATCHIE 6,655	Light (e ex Sat.) 3,324	.032	...	(I) (UP) (5¢) (102)	Enterprise Pub. Co. Floyd Casebolt, Pub.	Floyd Casebolt		Floyd Casebolt	Wm. P. Davis	John Flowers (ms)
	Sunday edition (S) 3,324	.032	...							
WEATHERFORD 5,924	Herald (e)	.018	...	(I) (AP) (†) (J) (5¢) (none)	Herald Pub. Co. A. C. MacNelly	A. C. MacNelly				
WICHITA FALLS 65,500	Record-News (m) 17,960	...	...	(D) (AP, UP, INS) (ROP-2) (†) (5¢, 10¢S) (58)	Times Pub. Co., Inc. Ed Howard, Pres.-Pub.	B. D. Donnell and Henry Fulcher B. D. Donnell (mgn ed)	Al Parker Curtis Cook (sp)	Ed Howard Rhea Howard (bm) W. E. Rutledge (cm)	V. N. Armstrong Helen Tydings (n) Leslie Howard (cl)	J. H. Allison Jno. W. Dobbs (ms)
	Times (e) 16,392	...	...							
	Combined daily (me) 34,342	.15	.21							
	Times (S) 33,501	.15	.21							

UTAH

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
LOGAN 11,500	Herald-Journal (e) 5,014x	.04	.04	(I) (UP) (J) (5¢, 15¢w) (42)	Cache Valley Newspaper Co. Gunnar Rasmuson, Pres.	Gunnar Rasmuson	Ray Nelson (ce-sp)	Gunnar Rasmuson S. Atkinson (cm)	R. W. Martin	A. H. John, Jr. (ms)
OGDEN 75,000	Standard-Examiner (e) 17,034x	.08	.15	(I) (UP, AP) (ROP-3) (†) (J) (5¢) (105) (12)	Standard-Examiner Pub. Co. A. L. Glasmann, Pres.-Pub.	A. L. Glasmann Glen Perriss	J. E. O'Connor Al. Warden (sp) Ed. Payson (Su)	Leonard Diehl Harold Gale (bm) Henry Gibson (cm)	George B. Morgan Geo. H. Jacobson (n) Blaine Glasmann (cl)	Geo. B. Morgan Jack Shewell (ms)
	Sunday edition (S) 18,368x	.08	.15							
PROVO 25,000	Herald (e ex Sat.) 8,079x	.045	.12	(I) (UP) (†) (5¢) (42)	Herald Corp. L. B. Tackett, Pub. E. R. Rasmuson, Pres.	E. R. Rasmuson	N. LaVerl Christensen DeMar Teusche (sp) Ethel Rambeau (Su)	L. B. Tackett (bm) L. McDonald (cm)	F. Collins B. Lindstrom (n) Shirley Paisley (cl)	Irene Mower A. Ridge (ms)
	Sunday edition (S) 6,067x	.045	.12							
SALT LAKE CITY 187,000	Deseret News (e) 36,068x	.10	...	(I) (INS, AP) (ROP-3) (†) (J) (5¢) (82)	Deseret News Pub. Co. Church of Jesus Christ of Latter-Day Saints, Pub.	John R. Talmadge (me)	Geo. Sutherland Lesley Goates (sp)	Samuel O. Bennison Ralph Whitney (cm)	Amos Jenkins	W. Durham R. Davidson (apm) June Harrow (ms)
	Tribune (m) 66,976x	...	...	(I) (AP, UP, INS, CT) (ROP-3) (†) (5¢d, 10¢S) (90)	Salt Lake Tribune Pub. Co. & Telegram Pub. Co. Thomas F. Kearns, Pres. J. F. Fitzpatrick, Pub.	G. B. Heal (m) H. F. Kretchman (e) Arthur C. Deck (me-e) G. B. Heal (mr-m)	Robt. W. Goodell (m) Frank Baker (e) Philip McLeese (sp-m) John Mooney (sp-e) Grace Grether (Su)	A. L. Fish T. J. Mullin (bm) E. F. Baldwin (cm)	A. A. Campbell K. M. Carpenter (n) James Perry (cl)	J. W. Gallivan (pm)
	Telegram (e) 29,751x	...	...							
	Combined daily (me) 95,727x	.21	...							
	Sunday edition (S) 110,436x	.23	...							

VERMONT

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BARRE 10,909	Times (e) 7,519	.04	...	(R) (AP) (†) (3¢) (60)	Barre Daily Times, Inc. Dean H. Perry, Pres.-Pub.	Dean H. Perry	P. G. Angwin (sp)	Alexander C. Walker (bm)	Alexander C. Walker	Alexander C. Walker S. F. Harrington (ms)
BENNINGTON 12,500	Banner (e)	.025	...	(I) (AP) (†) (3¢, 18¢w) (60)	Frank E. Howe, Pub.	Paul C. Howe (me)	Agnes E. Rockwood Walton C. Harwood (sp)	Frank E. Howe Alice M. Harwood (bm) Paul C. Howe (cm)	Paul C. Howe Marion Beecher (n) Alice M. Harwood (cl)	Paul C. Howe A. Bushee (ms)
BRATTLEBORO 11,000	Reformer (e) 4,693	...	...	(AP) (4¢, 24¢w) (60)	Brattleboro Pub. Co. Howard C. Rice, Pres.-Pub.	Howard C. Rice Victor L. Morse	Victor L. Morse Robert Dubuque (sp)	J. S. Hooper (bm) Harold C. Allen (cm)	Harold C. Allen	L. R. Robinson (ms)
BURLINGTON 27,500	Free Press (m) 20,420	.08	.20	(I-R) (AP) (†) (J) (4¢, 20¢w) (97)	Free Press Assn. G. E. Little, Pres.	Edward F. Crane	Robt. Beaupre F. L. Freeman (sp)	D. W. Howe (bm) F. J. Heinrich (cm)	A. J. Cayo D. W. Howe (n) R. D. Preston (cl)	W. H. Deshaw (ms)
	News (e) 4,710	.05	.15	(I) (AP) (†) (4¢, 20¢w) (none)	Burlington Pub. Co., Inc. Wm. Loeb., Pres.-Pub.	Charles G. Weaver	Harry Holden Robt. Cronin (sp)	Chas. G. Weaver Mrs. M. T. Loening (cm)	Ronald Slayton Miss B. Beckwith (cl)	
MONTPELIER 8,006	Argus (e) 3,891	.025	...	(2¢) (60)	M. F. Atkins			M. F. Atkins		
NEWPORT 5,000	Express (e) 3,397	.02	.12	(R) (AP) (†) (J) (3¢, 18¢w) (77-5)	Gilpin Hunt & Co., Inc. W. H. Gilpin, Pres.	W. H. Gilpin Frans A. Hunt	R. T. Albee R. W. Lalime (sp)	F. A. Hunt	G. E. Smith F. A. Hunt (n) A. Pinardi (cl)	A. Wells (ms)
RUTLAND 17,080	Herald (m) 15,886	.065	.049	(I) (AP) (†) (4¢, 24¢w) (60)	Herald & Globe Assn. R. W. Mitchell, Pres.-Pub.	Robt W. Mitchell G. E. McLaughlin	Don C. Guy J. R. Banks (sp)	L. B. Noble (bm) L. W. Harrison (cm)	W. J. Murphy W. J. Perry (cl)	
ST. ALBANS 8,037	Messenger (e) 3,600	.025	...	(I) (AP) (†) (J) (3¢) (60)	St. Albans Pub. Co. Wm. Loeb, Pres.-Pub.	Donald Tobin	Donald Tobin W. Murtagh (sp)	C. G. Weaver Miss L. L'Ecuyer (cm)		Wm. Collins (ms)
ST. JOHNSBURY 9,095	Caledonian-Record (e) 5,119	.03	.04	(I) (AP) (†) (J) (3¢, 18¢w) (60)	Caledonian-Record Pub. Co., Inc. Herbert A. Smith, Pres.-Pub.	Herbert A. Smith Gordon Smith	Lowell Smith Ralph Morse (sp)	Herbert A. Smith Gordon Smith (bm-cm)	W. R. Smith	Gordon Smith W. R. Smith (apm) Gordon Smith (ms)

VIRGINIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ALEXANDRIA 60,000	Gazette (e) 7,954	.06	.07	(D) (UP) (ROP-2) (†) (5¢, 15¢w) (55)	Gazette Corp. C. C. Carlin, Jr., Pres.	C. C. Carlin, Jr. Wm. Daffron	John Everhardt Wm. C. Daffron (sp) Dorothy H. Kabler (feat-ed)	C. C. Carlin, Jr. T. V. Carter (cm)	Lee Bates Carlton Fletcher (n) Andrew Dansak (cl)	L. Bridgforth Lee Bates (apm) R. O. Stryke (ms)
ARLINGTON 70,000 (Arlington County)	Daily (e) 982	.034	.07	(D) (†) (3¢, 15¢w) (55)	C. C. Carlin, Jr., (Pub.)	C. C. Carlin, Jr. Wm. Daffron	Lynwood Walton (ce-sp)	C. C. Carlin, Jr. T. V. Carter (cm)	J. C. Timberlake Julia Bond (cl)	L. Bridgforth Lee Bates (apm) R. O. Stryke (ms)

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BRISTOL	Herald Courier									
23,772	(m) 14,014	...	...							
(inc. Bristol, Tenn.)	News Bulletin									
26,820 (ABC City)	(e ex Sat.) 2,661	...	...	(I) (AP) (†) (5¢, 20¢w)	Bristol Pub. Co.	Herschel Dove (m)	Gene Thompson (sp-m)	C. J. Harkrader	E. W. Russell	S. Noe (ms)
	Combined daily			(none)	C. J. Harkrader,	Woody Vance (e)		G. K. McClellan (cm)	James Roberts (cl)	
	(me) 18,675	.07	.18		Pres.-Pub.	W. E. Crockett (me-e)				
	Herald Courier									
	(S) 17,340	.07	.18							
CHARLOTTESVILLE	Progress									
22,000	(e) 5,688	.04	.054	(I-D) (AP) (none)	J. H. Lindsay, Inc.			J. G. Lindsay (gm-bm)	C. E. Lindsay	
					J. G. Lindsay, Pres.			P. K. Hensel (cm)	J. G. Lindsay (n)	
									Eloise R. Gentry (cl)	
CLIFTON FORGE	Review									
6,541	(e) 2,038	.021	.12	(D) (UP) (†) (J) (3¢, 15¢) (none)	Clifton Forge Review, Inc.	Edgar Hedderly		M. Botts Lewis (gm-bm)	M. Botts Lewis	C. B. Greene (ms)
					M. Botts Lewis, Pres.			J. H. Lewis (cm)		
COVINGTON	Virginian									
6,300	(e) 4,314	.04	...	(I) (AP) (†) (5¢) (56)	Covington Virginian Inc.	Richard F. Beirne	Richard F. Beirne	Richard F. Beirne	G. Arritt (n)	R. F. Beirne, Jr.
					Richard F. Beirne, Pres.		John A. Echols (sp)	R. F. Beirne, Jr. (bm)	Edith Burr (cl)	C. Humphries (ms)
								R. C. Wood (cm)		
DANVILLE	Register									
42,000	(m ex M.) 12,163	...	...							
46,499 (ABC City)	Bee			(D) (AP) (†) (5¢d, 10¢S, 20¢w) (18)	Register Pub. Co.	W. M. Saunders (m)	W. Christiansen (ce-e)	A. A. Farley (gm-bm)	James R. Browder	
	(e) 12,433	...	...		E. Stuart James, Pub.	G. Tetley (e)		R. W. Douglas (cm)	M. Dillaber (cl)	
	Combined daily					W. E. Christianson (me-e)	A. C. Johnson (ce-m)			
	(me) 25,596	.08	.13			Julian Adams (me-m)	Julian Adams (sp-m)			
	Register						Mill Seay (sp-e)			
	(S) 13,599	...	...							
	Evening & Sunday									
	(eS)	.09	.18							
FREDERICKSBURG	Free Lance-Star									
11,500	(e) 5,567	.035	.12	(D) (AP) (†) (5¢, 20¢w) (56)	Free Lance-Star Pub. Co.	Josiah P. Rowe, Jr.	Warren Farmer (ce-sp)	Josiah P. Rowe, Jr.	George Hunter, Jr.	
					Josiah P. Rowe, Jr., Pub.					
HARRISONBURG	News-Record									
8,768	(m) 9,178	.05	...	(I) (AP) (†) (2¢) (32)	Rockingham Pub. Co., Inc.	Harry F. Byrd, Jr.	J. R. Lineweaver	Harry F. Byrd, Jr.	Bruce Slaven	Bruce Slaven (ms)
					R. Gray Williams, Pres.			Bruce Slaven (bm)		
					Harry F. Byrd, Pub.			Janet Holsinger (cm)		
LYNCHBURG	News									
44,541	(m ex M.) 10,802x	...	...							
46,504 (ABC City)	Advance									
	(e) 10,214x	...	...	(D) (AP-UP) (†) (5¢, 10¢S, 25¢w-m, 20¢w-e) (105)	Carter Glass & Sons, Pubs.	Robert Glass (m)	H. L. Johnson (ce-e)	Powell Glass (gm-Asso-Pub.)	M. K. Duerson	M. P. Tanner (ms)
	Combined daily					Carter Glass, Jr. (e)	P. B. Winfree, Jr. (ce-m)	M. K. Duerson (bm)		
	(me) 21,016x	.09	...			J. K. Irving, Jr. (me-m)	Milton Apperson (sp-e)	H. S. Shaner (cm)		
	News									
	(S) 12,881x	.09	...							
	Evening & Sunday									
	(eS)	...	...							
MARTINSVILLE	Bulletin									
10,080	(e) 5,216	.04	.18	(I) (AP) (†) (5¢, 20¢w) (32)	Bulletin Newspaper Corp.	K. L. Thompson, Jr.	Louis Beckner	J. I. Lively, Jr. (cm)	F. H. Thompson	F. B. Long (ms)
					Wm. C. Barnes, Pres.-Pub.				H. J. Engle (n)	
NEWPORT NEWS	Press									
37,087	(m) 11,593	...	...							
	Times-Herald									
	(e) 18,695	...	...	(D) (AP) (†) (mer) (5¢, 10¢S, 20¢w-m, 25¢w-e) (93)	Daily Press, Inc.	L. T. Jester (m)	H. E. Lee (m)	Raymond B. Bottom (bm)	Robt. B. Smith	C. L. Shrecengost (ms)
	Combined daily				Raymond B. Bottom, Pres.	W. M. Harrison (e)	G. L. Price (e)	O. W. H. Moody (cm)	J. E. Hudgins (cl)	
	(me) 30,288	.11	.16				B. Stern (sp-m)			
	Press						J. M. Rice (sp-e)			
	(S) 19,387	.07	.16							
NORFOLK	Virginian-Pilot									
275,000	(m) 64,501	...	...							
	Ledger-Dispatch									
	(e) 55,415	...	...	(I-D) (AP) (ROP-1, full page only) (†) (5¢, 10¢S, 25¢w-mS, 20¢w-e) (18)	Norfolk Newspapers, Inc.	L. I. Jaffe (m)	Ralph Larson (m)	P. S. Huber	H. B. Tatem (m)	E. E. Loveless (pm)
	Combined daily				P. S. Huber, Pres.	Douglas Gordon (e)	J. E. Shank (e)	H. S. Lewis (bm)	F. S. Cook (e)	R. O. Ellington (comp)
	(me) 119,916	.26	...			John Spencer (me-m)	W. N. Cox (sp-m)	E. L. Loveless (asst bm)	S. H. Leonard (n)	C. E. Boggs (press)
	Virginian-Pilot					Thos. Hanes (me-e)	W. Diehl (sp-e)	N. N. Hill (cm)	W. S. Davis (cl)	
	(S) 65,961	...	...				A. T. Dill (Su)			
	Evening & Sunday									
	(eS)	.26	...							
PETERSBURG	Progress-Index									
36,000	(e) 11,287	.06	.045	(AP) (†) (5¢, 10¢S, 20¢w) (105)	Petersburg Newspaper Corp.	Edw. A. Wyatt, 4th	J. Curtis Lyons	R. B. Huber	V. T. Campbell	H. T. Whitehead (ms)
	Sunday edition					J. Curtis Lyons	H. C. Tillery (sp)	L. L. Livengood (cm)	T. A. Love (n)	
	(S) 11,287	.06	.045						R. K. Hudgins (cl)	
PORTSMOUTH	Star									
90,000	(e) 17,366	.07	.06	(I-D) (AP) (ROP-2) (†) (3¢, 5¢S, 15¢w) (105)	Star Pub. Corp.	N. R. Hamilton	Wm. Brown	R. F. Wood	W. B. Darden	C. B. Saunders (ms)
	Sunday edition				Norman R. Hamilton, Pres.-Pub.	R. B. Barber (me)	Pete Glaser (sp)	J. C. Irwin (bm)	E. F. Rogers (n)	
	(S) 17,366	.07	.06					L. M. Palmer (cm)	S. Glover (cl)	
PULASKI	Southwest Times									
12,000	(e ex Sat.) 6,012	.035	.10	(I) (AP) (†) (5¢, 7¢S, 18¢w) (32)	Southwest Pub. Co., Inc.	Howard R. Imboden	Howard R. Imboden	Howard R. Imboden	Eula Enochs	H. M. Brookman (ms)
	Sunday edition				H. R. Imboden, Pres.-Pub.		R. Groseclose (sp)	Ruth Webb (cm)		
	(S) 6,082	.035	.10							
RADFORD	Star									
6,990	(e) 2,800	.05	...	(UP) (34)	G. Winfield Hurd	G. Winfield Hurd				
RICHMOND	News Leader									
193,042	(e) 78,000	...	...	(I-D) (AP, CDN) (ROP-1) (†) (5¢, 20¢w) (93)	Richmond Newsps. Inc.	Dr. Douglas S. Freeman	Charles H. Hamilton	John Dana Wise	Wm. Ellyson, Jr. (ad dir)	C. E. Morgan (ms)
228,014 (ABC City)					John Stewart Bryan, Pres.-Pub.	William T. Christian	Hank Wolfe (sp)	I. N. Leadbetter (cm)	Forest Bogan (n)	
							Wilbur Jennings (sp)		Lewis N. Little (cl)	
	Times-Dispatch									
	(m) 88,314	...	...	(I-D) (UP, AP) (ROP-1) (†) (5¢, 20¢w, 25¢w-meS)	Richmond Newsps., Inc.	Virginius Dabney	Frank J. McDermott	John D. Wise	Wm. Ellyson, Jr. (dir)	C. E. Morgan (ms)
	Combined daily				John Stewart Bryan, Pres.-Pub.	Ben B. Johnston	Richard Williamson (sp)	I. N. Leadbetter (cm)	Forest Bogan (n)	
	(me) 166,404	.36	.15				Delmage Trimble, Jr. (Su)		Lewis N. Little (cl)	
	Sunday edition									
	(S) 112,062	...	...							
	Evening & Sunday									
	(eS) 190,192	.38	.15							
ROANOKE	Times									
70,000	(m) 35,443	...	...							
83,967 (ABC City)	World-News									
	(e) 27,618	...	...	(I-D) (AP, UP) (†) (5¢, 20¢w-m, e; 25¢w-mS or eS) (93-12)	Times-World Corp.	Wm. B. Smith (e)	A. G. Smith (ce-e)	C. B. Short	Chas. H. Carson	C. B. Short (ms)
	Combined daily				John Stewart Bryan, Pres.-Pub.	H. P. Chapman (m)	J. I. Carper, Jr. (sp-m)	E. C. Lugar (cm)	C. B. Short (n)	
	(me) 63,061	.18	.25*			W. Atkinson (me-m)	C. R. Hughes (sp-e)		C. P. Stultz (cl)	
	Times					W. C. Stouffer (me-e)				
	(S) 56,322	.18	.25							
	Evening & Sunday									
	(eS) 83,940	...	...							

* (Note: General classified rates shown. Local classified 15¢m & e, 15¢ Sun; Nat'l classified: 5 insertions or more, 21¢m & e, 21¢ Sunday. Local display combined rate .1285 per line.)

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
STAUNTON	News-Leader									
11,337	(m ex M.) 5,854	...	...							
	Leader			(ID) (AP) (†) (3¢, 6¢w) (32)	Leader Pub. Co., Inc.	Chas. K. Brown (m)		Chas. K. Brown	Robt. S. Jordan	
	(e) 4,035	...	...		Hierome L. Opie, Pres.-Pub.	E. Lewis Knowles (e)		Geo. H. Powell (cm)	Mrs. C. K. Brown (n)	
	Combined daily									
	(me) 9,859	.05	.15							
	News-Leader									
	(S) 6,461	.05	.15							
STRASBURG	Northern Virginia Daily									
1,968	(m) 6,392	...	...		Shenandoah Publishing House, Inc.	Arthur Davidson	G. M. Ludwig	E. E. Keister	J. J. Crawford	J. E. Garrette (ms)
18,753 (eight towns)					E. E. Keister, Pres.-Pub.			C. G. Wilkins (cm)		
SUFFOLK	News-Herald									
12,204	(e ex Sat.) 3,842	.04	.10	(D) (AP) (†) (3¢, 15¢w) (32)	Suffolk News Co., Inc.	Lyman G. Barrett	Willard Freeman (sp)	C. M. Johnston	L. V. Gwyn	W. E. Bateman (ms)
					C. M. Johnston, Pres.-Pub.				Helen Duke (cl)	
					(Note: One Color, back page only.)					

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
WAYNESBORO	News-Virginian									
9,884	(e) 3,742	.03	.10	(I-D) (AP) (†) (J) (3¢, 15¢w) (none)	Waynesboro Pub. Corp. R. H. Clemmer, Pres. Louis Spilman, Pub.	Louis Spilman Harry Nash		Louis Spilman W. M. Humphries (bm) H. P. Snapp (em)	J. W. Gentry (n) Nancy Lipscomb (cl)	R. Custer (ma)
WINCHESTER	Star									
12,095	(e) 5,754	.02	.065	(I) (J) (3¢, 15¢w) (32)	Star Pub. Co. H. F. Byrd, Pres. H. F. Byrd, Jr., Pub.	H. F. Byrd, Jr R. S. Fansler	John Hoover F. Marston (sp)	R. S. Fansler	R. S. Fansler	R. S. Fansler O. Brown (ma)

WASHINGTON

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ABERDEEN	World									
19,650	(e) 13,265	.07	.20	(R) (AP, UP) (ROP-3) (†) (J) (5¢, 20¢w) (108)	Grays Harbor Pub. Co. W. A. Rupp, Pres.-Pub.	W. A. Rupp Harold Olson	Harold Wetherby Ed. Stanley (sp)	W. A. Rupp Peter Foelkner (bm) Earl Thygeson (em)	Webster Ruble P. Foelkner (n) C. Bonebrake (cl)	P. Foelkner W. Rabie (apm) Edwin Skroudal (ma)
ANACORTES	Mercury									
5,575	(e)	.036	...	(I) (UP) (J) (none)	J. O. McNary					
BELLINGHAM	Herald									
32,000	(e) 15,237	.08	.15	(I-R) (AP, UP) (ROP-1) (†) (5¢, 20¢w) (97-108)	Bellingham Pub. Co. S. A. Perkins, Pres.	W. C. Carver	Pat Scott Wallie Lindsley (sp) B. H. Sefrit (Su)	Frank I. Sefrit Chas. L. Sefrit (bm) M. W. Blenden (em)	W. T. Wetherell E. C. Holt, Jr. (n) Ralph Summers (cl)	
	Sunday edition (S) 15,392	.08	.15							
BREMERTON	News-Searchlight									
35,000	(e) 8,222	...	...	(R-I) (AP) (ROP-3) (†) (J) (3¢) (108)	W. B. Jessup & Sons, Inc. John H. Jessup, Pres.	John H. Jessup Jack Rogers	Jerry Lynch Jas. Jessup (sp)	J. H. Jessup Robt. Doss (em)	George Guest (a-n) & Kenneth Moffett (a) L. Coleman (cl)	Chas. Sharp (ma)
	Sun									
	(e) 8,029	.045	...	(I) (UP) (ROP-1) (†) (3¢, 15¢w) (42)	Bremerton Sun Pub. Co. Julius Gius, Pres.	Julius Gius		A. F. Ottevsere (bm) C. E. Perkins (em)	E. Dickens K. Patton (cl)	Earl McCumber (ma)
CENTRALIA-CHEHALIS	Chronicle									
8,036	(e) 5,486	.036	.12	(R) (AP) (†) (J) (5¢, 15¢w) (108)	Centralia Ptg. Co. R. W. Edinger, Pres.-Pub.	R. W. Edinger	V. B. Noel E. J. Olson (sp)	R. W. Edinger Robt. Eddins (em)	Ricky Bras	J. McKean (ma)
ELLENSBURG	Record									
6,300	(e) 3,130	.035	.12	(I-R) (AP) (†) (J) (5¢) (108)	Record Press, Inc. Clifford Kaynor, Pres.-Pub.	Clifford Kaynor Virgil Cunningham	Virgil Cunningham (sp)	Albert E. Gerritz (bm) M. Copeland (em)	Frank Taylor Addie Spurling (cl)	K. S. Kaynor (ma)
EVERETT	Herald									
35,224	(e) 18,427	.07	.18	(I) (AP) (UP) (ROP-2) (†) (5¢, 18¢w) (97)	Daily Herald Co. Mrs. Gertrude D. Best, Pres. Robert D. Best, Pub.	Robert D. Best A. M. Glassberg		Robert D. Best Henry Jeklin (bm)	L. L. Austin Henry Jeklin (n)	
HOQUIAM	Washingtonian									
10,835	(m ex M.) 3,991	.045	...	(R) (AP) (†) (J) (5¢) (108)	Grays Harbor Washingtonian R. V. Mack, Pres.-Pub.	Russell V. Mack	Lynn Scholes R. Phillips (sp)	Russell V. Mack Orville Schulz (em)	Bertha Ruby	Bertha Ruby E. C. Jones (ma)
	Sunday edition (S) 3,091	.045	...							
LONGVIEW-KELSO	News									
22,000	(e) 11,611	.065	.14	(I-R) (AP) (ROP-2) (†) (J) (5¢) (108)	Longview Pub. Co., Inc. J. M. McClelland, Pres.-Pub.	J. M. McClelland	Gordon Quarnstrom J. C. Moore (sp)	R. M. Anderson (gm-bm) E. A. McKee (em)	R. M. Anderson (a-n) C. W. Schrader (loc) Anne McIvor (cl)	R. M. Anderson J. L. Miller (ma)
MOUNT VERNON	Herald									
4,500	(e) 3,604	.04	.18	(R) (UP) (†) (J) (5¢, 60¢w) (108)	Herald Pub. Co., Inc. Harry B. Averill, Pres.-Pub.	Harry B. Averill	K. A. Sehell	John S. Wert (bm) M. L. Hanson (em)	William Holder J. H. Forman (cl)	H. Beecher (ma)
OLYMPIA	Olympian									
15,000	(e ex Sat.) 6,785	.05	.15	(R) (AP, UP) (ROP-2) (†) (J) (5¢, 20¢w) (97-46-108)	S. A. Perkins, Owner	Marshall Hunt (me)		Fred F. Chitty Frank Hunt (bm) J. E. Deering (em)	Frank Hunt Frank Crewdson (cl)	F. Hunt (apm) V. L. Husk (ma)
	Sunday edition (S) 6,785	.05	.15							
PORT ANGELES	News									
10,925	(e) 4,089	.04	...	(I) (AP) (J) (5¢) (46)	Beth Webster, Pres. C. N. Webster, Pub.	C. N. Webster	Jack Henson (asso-ed)	Jonh Schweitzer (bm)	John Schweitzer	
SEATTLE	Post-Intelligencer									
617,000	(m) 114,000	.27	.22	(I) (INS, AP) (ROP-3) (†) (5¢, 10¢S) (16)	Hearst Publications, Inc. W. R. Hearst, Pres. John Boettiger, Pub. C. B. Lindeman, Asso-Pub.	John Boettiger Anna R. Boettiger (asso-ed) Russell Peters (me)	Edw. T. Stone Royal Brougham (sp) Paul Donaldson (Su)	J. J. Callaghan (bm) H. K. Mills (em)	J. J. Atkinson (loc) Russell W. Young (cl)	Neil MacNeil (pm)
	Sunday edition (S) 228,354	.34	.26							
	Star									
	(e) 63,579	.24	.086	(I) (UP) (ROP-3) (†) (3¢, 18¢w) (42)	Star Pub. Co. Howard W. Parish, Pres.-Pub. F. L. Taylor Asst-Pub.	Abe Hurwitz Cliff Harrison (me)	L. Pardee Geo. Garrett (sp)	H. W. Parish F. W. Webster (bm) B. G. Cameron (em)	H. E. Marshall L. V. Cornfield (n) W. Langton (cl)	Wm. Nelson (apm)
	Times									
	(e) 135,303	.30	.275	(I) (AP, UP, CDN, NANA) (*S) (ROP-3) (†) (5¢, 10¢S) (84)	Seattle Times Co. Elmer E. Todd, Pres.-Pub.	Russell L. McGrath (me)	Henry MacLeod G. M. MacDonald (sp)	H. H. Cahill W. D. Rodbury (bm) J. A. Grant (em)	Leo F. Sharkey D. I. Skinner (n) L. P. Jenkins (cl)	R. K. Williamson (apm) F. A. Blethen (ma)
	Sunday edition (S) 167,487	.32	.35							
SPOKANE	Chronicle									
135,000	(e) 55,167	...	...	(I)	Spokane Chronicle Co. W. H. Cowles, Jr., Pres.	H. E. Cassill (acting me-e)	H. C. Clevinger (acting co-e) H. L. Ashlock (sp-e)	W. H. Cowles, Jr. L. E. Dyer (em)	Tom J. Turner (ad-dir). L. A. Batchelor (gen. ad. mgr) B. F. Lacy (ret. ad. mgr) R. E. West (el. ad. mgr.)	R. E. Dyer (pm) W. D. Edmunds (prod. mgr)
	Spokesman-Review									
	(m) 61,584	...	...	(I-R)						
	Combined daily (me) 116,751	.31	...	(AP, UP) (NANA) (ROP-2) (†) (mer) (5¢, 10¢S), 23¢w-e, 25¢w-mS) (112-23)	Cowles Pub. Co. W. H. Cowles, Pres.-Pub.	Geo. W. Dodds (me-m).	C. R. Stark (sp-m)			
	Spokesman-Review									
	(S) 92,478	.27	...							
	Sunday & evening (Se) 147,845	.34	...							
TACOMA	News-Tribune									
138,000	(e) 50,162	.12	.20	(I) (AP) (ROP-2) (†) (3¢, 10¢S; 15¢w-e) (65)	Tribune Pub. Co. Frank S. Baker, Pres.-Pub.	C. B. Welch (me)	F. M. Lockerby Dan Walton (sp) J. Ernets Knight (Su)	G. F. Russell (bm) W. D. Lyness (em)	H. J. Lynch N. E. Inveen (n) R. E. Rosenberg (cl)	Chas. Purdy (ma)
	Sunday edition (S) 43,938	.12	.20							
	Times									
	(e) 36,252	.11	.08	(I) (UP) (ROP-3) (†) (3¢, 18¢w) (42)	Times Pub. Co. Frank W. Power, Pres.-Pub.	M. B. Voorhees	Paul Busselle Elliott Metcalf (sp)	Frank W. Power Frank Naccarato (em)	George Skaugset H. H. Hutchison (n) R. M. Tilton (cl)	
VANCOUVER	Columbian									
18,788	(e ex Sat.) 9,130	.05	...	(I) (AP, UP) (ROP-1) (†) (3¢) (108)	Vancouver Eve. Columbian Ann Boyd Campbell, Pres.-Pub.	R. L. Bachman Erwin Rieger	Al Stump (sp)	Paul Wicker Francis Higby (bm) Geo. C. Coover (em)	Paul Wicker H. A. Kirby (cl)	Fred Ehrlich (ma)
WALLA WALLA	Union-Bulletin									
19,500	(me) 14,308	.09	.18	(I) (UP, AP) (ROP-2) (†) (J) (5¢, 25¢w) (108)	Bulletin Ptg. Co. John G. Kelly, Pres.-Pub.	H. S. Mitchell (me) R. W. Fisher (news)	Claude Gray H. S. Mitchell (Su)	Frank G. Mitchell (gm-bm) R. Miller (em)	C. Richard Baxter F. G. Mitchell (n) Eddie Watson (cl)	F. G. Mitchell C. G. Bare (ma)
	Union Bulletin									
	(S) 14,308	.09	.18							
WENATCHIE	World									
11,634	(e) 11,886	.06	...	(I) (AP, UP) (†) (5¢, 20¢w) (none)	World Pub. Co. Rufus Woods, Pres.	Rufus Woods E. H. MacPhersen	Kirby Billingsley	K. P. Sexton (bm) Lea Brown (em)	Fred Koeb	
YAKIMA	Herald									
27,221	(m ex M.) 9,525	...	...	(I)	Republic Pub. Co. W. H. (Ted) Robertson, Pub.	Thos. D. Potwin S. I. Anthon (me-e) Lee Crossen (me-m)		Porter S. Hotchkiss R. A. Neal (bm) M. E. Clark (em)	Loren Rieman (a-n) W. M. Burtner (cl)	P. S. Hotchkiss (ma)
	Republic									
	(e) 9,909	...	...	(R)						
	Combined daily (me) 18,434	.10	...	(AP, UP) (ROP-3) (†) (J) (5¢) (108)						
	Herald (S) 16,317	.09	...							

WEST VIRGINIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnotes on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BECKLEY	Post-Herald									
15,000	(m) 9,857x	...	...	(R)	Beckley Newspapers Corp. Charles Hodel, Pres.-Pub	Eugene Scott (me-m) W. R. Norton (me-e)	R. Lee Harmon (sp-m) C. J. McQuade (sp-e) W. R. Norton (Su)	Chas. Hodel B. F. Stout (em)	Palmer Farley Thelma Joseph (cl)	L. L. Withrow (ma)
	Raleigh Register									
	(e ex Sat.) 9,195x	...	...	(D)						
	Combined daily (me) 19,052x	.07	...	(AP) (J) (5¢, 25¢w-me) (58)						
	Sunday Register (S) 18,181x	.07	...							
				(Note: Two colors—back page only.)						
BLUEFIELD	Telegraph									
20,641	(m ex M.) 16,311x	...	...	(R)	Telegraph Ptg. Co. H. I. Shott, Pres.	H. Schott (m) Geo. L. Egbert (e) H. I. Shott, Jr. (me)	C. J. Thompson (co-m) Geo. L. Egbert (co-e) V. L. Currance (tele) H. I. Shott (Su)	H. I. Shott J. H. Shott and B. L. Early (bm) R. L. Longworth (em)	Guy M. Leedy (a-el) B. L. Early (n)	G. M. Leedy (apm)
24,562 (ABC City)	Sunset News									
	(e) 2,801x	...	...							
	Combined daily (me) 19,002x	.08	.18	(D) (AP) (ROP-1) (†) (5¢, 10¢S) (25¢w-m, 15¢w-e) (58)						
	Telegraph (S) 22,546x	...	...							
	Evening & Sunday (eS)	.09	...							
				(Color: Sunday comics 4 colors)						

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLESTON 71,914	Gazette (m) 63,987x Sunday edition (S) 68,245x Mail (e) 44,444x Sunday edition (S) 45,299x	.13 .14 .10 .10	.30 .30 .20 .20	(I-D) (AP, APWP, INS) (ROP-2) (†) (mer) (5¢, 9¢S; 25¢w) (97-36) (I-R) (AP, UP) (†) (5¢, 25¢w) (106)	Daily Gazette Co., Inc. W. E. Chilton, Jr., Pres. Robert L. Smith, Pub. Charleston Mail Ass'n. Walter E. Clark, Pres. Fred'k M. Staunton, Pub.	W. E. Chilton, Jr. J. D. Maurice, (ed'l writer) S. G. Damron	W. E. Connell, Jr. Russell Thom (sp) W. E. Chilton, Jr. (Su) V. M. Jennings Dick Hudson (sp) E. C. Cornwell (Su)	Robt. L. Smith (gm-bm) A. H. Pruett, Jr. (cm) Walter E. Clark Fred'k M. Staunton (bm) C. W. Crum (cm)	H. E. Grace Wm. E. Grose (n) Leonard Bents (el) F. N. Lowe (a-n) O. O. Pierson (el)	Frank Knight W. E. Grose (apm) G. Cochrane (ms) F. M. Staunton F. N. Lowe (apm) P. Canova (ms)
CLARKSBURG 30,579	Exponent (m) 17,079 Telegram (e) 19,582 Combined daily (me) 36,671 Exponent-Telegram (S) 36,981	... ... .14 .14	... ...	(D) (R) (AP) (ROP-1) (†) (J) (5¢) (58)	Clarksburg Pub. Co. Cecil B. Highland, Pres.	G. H. Clark (m) F. E. Carpenter (e)	Leo. F. King Wade Pepper (sp-m) Herb Welch (sp-e) Clark & Carpenter (Su)	Cecil B. Highland W. W. Powell, Jr. (bm) W. H. Childs (cm-cty) Paul Lawson (cm-cty)	E. B. Allison Wayne Pittman (el)	A. W. Plyman (ms-m) V. R. James (ms-e)
ELKINS 10,000	Inter-Mountain (e) 4,470	.035	.12	(R) (AP) (†) (J) (4¢, 20¢w) (105)	News Pub. Co. H. C. Odgen, Pres.	R. G. Bush	J. A. Wilverding (sp)	Jas. A. Wilverding (gm-bm)	Jas. A. Wilverding	J. Stalnaker (ms)
FAIRMONT 27,000	Times (m) 6,667 West Virginian (e ex Sat.) 5,814 Combined daily (me) 12,481 Times-West Virginian (S) 12,910	... ... .08 .085	... ... .15 .15	(D) (R) (AP) (5¢, 25¢w-m,e) (105)	Fairmont Newspaper Pub. Co. H. C. Ogden, Pres.	C. E. Smith (mS) L. G. Boggs (eS) H. S. Sharp (me-m) L. G. Boggs (me-e-S)	N. L. Yost (m) W. D. Evans, Jr. (e) Clare Abbott (sp-m) C. E. Jones (sp-e)	A. B. DeBrucque (bm) W. A Owens (cm)	J. L. DeBrucque	E. J. Busam (ms)
GRAFTON 8,000	Sentinel (e) 3,494	.03	.057	(R) (AP) (†) (J) (3¢, 18¢w) (34)	Sentinel Pub. Co. James F. Holt, Pres. Alice B. Holt, Pub.	John S. Palmer	J. K. Burdett C. L. Hoffman (sp)	John S. Palmer A. B. Holt (cm-bm)	John S. Palmer A. B. Holt (el)	J. N. Moore (ms)
HINTON 5,815	News (e) 2,999	.025	.12	(I-R) (AP) (†) (4¢, 12¢w) (106)	Hinton Daily News, Inc. H. C. Ogden, Pres.-Pub.	Otto K. Reuter	Roy E. Elkins	Otto K. Reuter (gm-bm)	A. A. Callaham	C. E. Henne (ms)
HUNTINGTON 81,191	Herald-Dispatch (m) 16,812x Advertiser (e) 25,041x Combined daily (me) 36,853x Herald-Advertiser (S) 29,932x	... ... .14 .12	... ... .14 .12	(R) (D) (AP) (ROP-2) (†) (5¢, 10¢S; 20¢w-m, 20¢w-e) (58) (I)	Huntington Pub. Co. Col. J. H. Long, Ch. of B. Dave Gideon, Pub.-m J. H. Long, Pub.-e Walker Long, Pub.-S	Raymond Brewster (m) Clyde Wellman (e) Wiatt Smith (me-m) J. R. Reynolds (me-e)	J. R. Haworth (e) John F. Hamilton (Su) Wells Gaynor (sp-m) H. King (sp-e) W. Gaynor (sp-Su) H. R. Pinckard (Su)	Walker Long J. C. Branthoover (cm)	F. S. Meyers H. L. Leap (n) C. P. Wilson (el)	W. T. Bess C. Baumgardner (ms)
KEYSER 6,177	Mineral News-Tribune (e ex Sat.)	.... .035	... ...	(D) (J) (2¢) (34)	W. H. Barger, Pub.	John W. Barger		W. H. Barger		
LOGAN 5,186	Banner (e) 4,436	.035	.12	(R) (AP) (†) (J) (5¢, 20¢w) (62)	Logan Banner, Inc. Clarence H. Frey, Pub.	Kel Holliday			O. J. Volker	
MARTINSBURG 15,063	Journal (e) 6,051	.04	...	(I) (AP) (†) (J) (3¢) (105)	Journal Pub. Co. H. C. Ogden, Pres. C. W. Morrison, Pub.	G. C. McKown	Edw. Dockeney (sp)	Frances Townsend (bm) L. S. Irvin (cm)	C. W. Morrison	
MORGANTOWN 18,000	Dominion-News (m) 7,134 Post (e) 7,325 Combined daily (me) 14,459	... ... .08	... ... .15	(D) (AP) (†) (5¢, 21¢w) (58) (R)	W. Va. Newspaper Pub. Co. H. C. Greer, Pres.-Pub.	Walter L. Hart (m) Brooks Cottle (e)	John Stanton (m) Ovid Lane (e) Con Hardman (sp-m) Tony Constantine (sp-e)	H. C. Minor (bm-cm)	F. H. Worstall	H. C. Minor F. L. Arnold (ms)
MOUNDSVILLE 14,995	Echo (e) 3,569	.03	...	(I-D) (AP) (†) (2¢) (32)	Craig Shaw, Pub.	Craig Shaw	Howard F. Veitle	Samuel C. Shaw		
	Journal (e) 3,969	.03	.09	(R) (UP) (†) (J) (3¢, 15¢w) (105)	Moundsville Journal Co. Chas. L. Long, Pres. H. C. Ogden, Pub.	R. M. Miller	Claude C. Bonar Dave Heil (sp)	Charles E. Hess	Charles E. Hess	H. K. King (ms)
PARKERSBURG 30,103	News (m) 7,144 Sentinel (e) 14,885 Combined daily (me) 22,029 News (S) 12,420 Evening & Sunday (eS) 23,305	... ...	... ...	(R) (D) (AP, UP) (†) (5¢, 10¢S, 20¢w-e, 25¢w-m) (105)	Parkersburg Pub. Co. Parkersburg Sentinel Co. H. C. Ogden, Pres. (e) John Marshall, Pres. (m)	Herbert Adams (m) John W. Fischer (e)	Paul Handke (co-e) Richard Smith (co-m) Dick Leonard (sp-m) Francis Hile (sp-e)	W. E. Ingersoll (gm-bm) Jack P. Smith (cm)	G. H. Keenan	
POINT PLEASANT 3,500	Register (e) 3,487	.03	.05	(R) (AP) (†) (5¢, 20¢w) (105)	Pt. Pleasant Register Co.	Edward Swint		Richard Startaman (bm)	L. B. Hannaman	R. Startzman M. McDaniels (ms)
WEIRTON 23,432	Times (e) 3,571	.03	.035	(R) (UP) (3¢, 18¢w) (105)	Weirton Ptg. & Pub. Co. H. C. Ogden, Pres.-Pub.	C. J. Denne (ms)	Mildred Martin Earle Wittpenn (sp)	C. J. Denne	Louis P. Harvath	W. Zierold (ms)
WELCH 6,264	News (e) 10,387	.04	...	(R) (AP) (†) (J) (5¢) (105)	Welch Pub. Co. H. C. Ogden, Pres.	W. R. Keyser	C. H. Hardison Tony Casali (sp)	W. R. Keyser T. E. Drosick (bm) Sam Auxier (cm)	Ralph Grimmett Fred Pendleton	E. W. Lucas (ms)
WELLSBURG 6,255	Herald (e) 3,245	.025	...	(R) (UP) (†) (3¢) (34)	Herald Co. L. H. McCamic, Pres.-Pub.	John D. Kirker L. H. McCamic	John D. Kirker	L. H. McCamic Mrs. H. Bowers (cm)	Warren H. Vincent	K. Murphy (ms)
WHEELING 62,000	Intelligencer (m) 17,036x News-Register (e) 19,850x Combined daily (me) 36,886x News-Register (S) 30,621x Morning & Sunday (mS) 47,687x	... ...	... ...	(R) (I) (UP, AP) (ROP-1-38) (4¢, 10¢S; 24¢d, 34¢d & S) (105)	News Pub. Co. H. C. Ogden, Pres.-Pub.	Robt. Beans (m) R. R. Rafferty (e) Thos. O'B. Flynn (me-m) Malcolm Brice (me-e)	Robt Beans (m) R. R. Rafferty (e) James C. Stewart (sp-e)	H. C. Ogden J. E. Kaiser (bm-m) H. C. Clark (bm-e) R. D. Sparks (cm)	L. E. Crow Paul Meintel (el)	C. L. Long (ms)
WILLIAMSON 12,000	News (e) 7,677	.035	.12	(I-D) (AP) (†) (5¢, 25¢w) (105)	Daily News H. C. Ogden, Pres.	H. G. Clark	Mrs. V. Flanigan	H. G. Clark E. Snodgrass (bm) John Burris (cm)	E. L. Sampson	W. Sparks (ms)

WISCONSIN

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
ANTIGO 10,000	Journal (e) 5,150	.04	.10	(R) (AP) (J) (5¢, 20¢w) (55)	Berner Bros. Pub. Co. Henry Berner, Pres.	Earl S. Holman	Artemas Berner Fred Snyder (sp)	Otto Berner (gm-bm) Helen Cherek (cm)	Ray Dobrinski	Bert House (ms)
APPLETON 30,000	Post-Crescent (e) 21,006	.08	.20	(I) (AP) (ROP-1) (†) (4¢, 20¢w) (none)	Post Pub. Co. A. B. Turnbull, Pres.	Victor Minahan John R. Riedl	D. L. Christiansen Richard Davis (sp)	Horace L. Davis (gm-bm) Erben A. Krueger (cm)	Royall LaRose Wilmer Krueger (n) Glenn H. Arthur (el)	Edward Sternard (ms)
ASHLAND 11,101	Press (e)	.04	...	(I) (UP) (J) (5¢) (82a-110a)	Joe M. Chapple & Co.	John B. Chapple	John P. Hogan	Paul K. Chapple (bm)	Paul K. Chapple	Cast Lindberg (ms)
BARABOO 10,000	News-Republic (e) 4,336	.035	.12	(I) (UP) (3¢, 15¢w) (none)	H. K. Page & Sons	M. C. Page (ms)	Irene Underkofler	H. K. Page (bm)	Harlan Page H. K. Page (n)	C. Steinbrink (ms)
BEAVER DAM 10,287	Citizen (e) 4,235	.03	.07	(I) (UP) (†) (3¢, 15¢w)	Citizen Pub. Co. E. E. Parker, Pres.	J. E. Heifert	T. J. Parker	H. H. Parker (bm)	Al. Gocker	N. Hathaway (ms)
BELOIT 37,500	News (e) 12,986	.07	.082	(I-R) (UP) (ROP-2) (†) (J) (4¢, 20¢w) (47)	News Pub. Co. B. P. Eldred, Pres.	Mason H. Dobson	Robert Edwards George Clementson (sp)	R. F. Collins C. F. Karstaedt (bm) Winfield Scott (cm)	Allen C. Nequette M. F. Karstaedt (n) Lynn Pierson (el)	W. Pire (ms)
CHIPPEWA FALLS 10,366	Herald-Telegram (e) 6,550	.045	.15	(AP) (5¢) (none)	Herald-Telegram Corp. Morgan Murphy, Pres. W. H. Gharrity, Pub.	W. H. Gharrity Chas. Hunter	Walter Streib	W. H. Gharrity Milo Nickel (bm) V. Farrell (cm)	Milo Nickel Bud Young (el)	J. Grimmer (ms)
EAU CLAIRE 32,000	Leader (m ex M.) 11,886 Telegram (e) 6,379 Combined daily (me) 18,045 Leader (S) 11,885	... ... .08 .08	... ... .30 .30	(I) (AP, UP) (†) (5¢, 20¢w) (65)	Eau Claire Press Co. M. M. Kelly, Pres.	D. E. Whalen (me)	D. E. Whelan E. Peterson (sp)	W. Tomashek (cm)	John Welch (el)	

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
FOND DU LAC 27,209	Commonwealth Reporter (e) 14,235	.045	.07	(I) (AP, UP, INS) (ROP-1) (†) (mer) (3¢, 18¢w) (97)	Reporter Ptg. Co. A. H. Lange, Pres.	C. F. Coffman	C. H. Keyser S. T. Barkman (sp)	A. H. Lange Emery Martin (cm-bm)	A. H. Schroeder Roland Martin (n) Emery Martin (cl)	A. H. Schroeder A. Martin (ms)
FT. ATKINSON 6,500	News (e) 1,910	.035	.05	(I) (AP) (†) (1¢, 5¢w) (none)	Ft. Atkinson News, Inc. Ray Breitweiser, Pres.	Ray Breitweiser		Ray Breitweiser (bm) John Bednar (cm)	Agnes Bienfang Virginia Klement (n-cl)	John Bednar (pm) F. Eckert (ms)
GREEN BAY 46,235	Press-Gazette 27,441	.09	...	(I) (AP, UP) (†) (3¢) (none)	Green Bay Newspaper Co. V. I. Minahan, Pres.	V. I. Minahan Leo V. Gannon	Glenn Touel Ray Pagel (sp)	Andrew B. Turnbull Jos. Horner, Jr. (bm)	Eldred J. Robinson J. Horner, Jr. (n) H. Goodehild (cl)	H. T. I. Shannon (Promotional Mgr.) H. Smits (ms)
JANESVILLE 23,000	Gazette (e) 15,922	.08	.16	(I) (AP) (ROP-2) (†) (4¢, 20¢w) (110a-82a)	Gazette Ptg. Co. Sidney H. Bliss, Pres. S. H. & R. W. Bliss, Co-Pubs.	Mark H. Knight (asso-ed) George Kalvelage (me)	Geo. Raubacher (sp)	S. H. Bliss R. W. Bliss (bm) T. A. Birmingham (cm)	Geo. Gressman Vilas Lipman (cl)	F. W. Heise (ms)
KENOSHA 49,765	News (e) 14,844	.041	.08	(I) (UP, AP) (ROP-3) (†) (J) (4¢, 18¢w) (82)	News Pub. Co. R. S. Kingsley, Pres.	Ernest F. Marlatt R. S. Kingsley	C. M. Zeff Eddie McKenna (sp)	R. S. Kingsley (gm-bm) W. H. Schulte (cm)	W. Bruce Tower C. E. Head (n) Ward R. Cropley (cl)	P. Di Cello (ms)
LA CROSSE 42,707	Tribune & Leader-Press (e) 19,705 Sunday edition (S) 19,478	.08 .08	.18 .18	(I-R) (AP) (ROP-1) (†) (5¢, 20¢w)	Tribune Co., Inc. E. P. Adler, Pres. W. T. Burgess, Pub.	R. L. Bangsberg	Al Rice John Schaller (sp)	Wm. T. Burgess (bm) Edna M. Denney (cm)	A. E. Teachout W. T. Burgess (n) L. R. Wilkins (cl)	G. H. Bock (ms)
MADISON 86,540	Capital Times (e) 30,035x Sunday edition (S) 29,228x	... ...	... ...	(I) (AP) (ROP-1) (†) (5¢) (82-110a)	Capital Times Pub. Co. W. T. Evjue, Pres.	Wm. T. Evjue D. D. Dunn	G. R. Stephenson Henry Casserly (sp)	Tom C. Bowden (bm) E. G. Lockwood (asst-bm) Harry Cowgill (cm)	L. E. Heindel H. A. Johnson (n) P. A. Cary (cl)	Don Millar F. B. Schillinger (ms)
	Wisconsin State Journal (e) 25,428x Sunday edition (S) 25,128x Combined edition (e) 55,451x Combined Sunday (S) 54,356x	... ... .18 .18	... ... .30 .30	(I) (UP) (ROP-1) (†) (5¢, 25¢w) (82-110a)	Wis. State Journal Pub. Co. E. P. Adler, Pres. Don Anderson, Pub. (Note: Capital Times and Wis.-State Journal not sold separately. Both Sunday editions sold as a unit.)	Roy L. Mateson	Lawrence Fitzpatrick Jos. Coughlin (sp)	Don Anderson (gm-bm) J. M. Canny (cm)	Louis E. Heindel H. A. Johnson (n) P. A. Cary (cl)	R. Younger (apm) M. L. Luloff (ms)
MANITOWOC 25,376	Herald-Times (e) 11,920	.06	.16	(I) (AP) (ROP-1) (†) (J) (4¢, 20¢w) (19)	Manitowoc Newspapers, Inc. Morgan Murphy, Pres.	R. T. Bayne B. W. Peyser	Geo. MacFarlane Harry Chandler (sp)	Wm. F. Ohde, Sr. (gm-bm) Alfred Duveneck (cm)	Joseph Logan W. F. Ohde, Jr. (n) Kurt Mueller (cl)	W. F. Ohde, Jr. W. Quirk (ms)
MARINETTE 14,183 14,183 (ABC City)	Eagle-Star (e) 6,837	.045	.13	(I) (AP) (†) (5¢, 20¢w) (none)	Eagle Ptg. Co. Linwood I. Noyes, Pres. F. G. Sappington, Pub.	Fred G. Sappington Walter C. Janson	Stanley E. Clausen Howard Trepanier (sp)	F. G. Sappington (gm-bm) W. C. Schaefer (cm)	Elmer C. Tryon (a-n) Arthur Hanson (cl)	Elmer C. Tryon C. Enstrom (ms)
MARSHFIELD 11,000	News-Herald (e) 7,791	.045	.19	(I) (AP) (†) (5¢, 20¢w) (none)	News Pub. Co. of Marshfield Howard A. Quirt, Pres.-Pub.	Howard A. Quirt E. W. Heller	Kenneth Olstinski (co-sp)	Howard A. Quirt (bm) Mrs. A. Tollefson (cm)	Siegel Mayer Mrs. M. Knebel (n) Mrs. L. Scheibe (cl)	M. Berg (ms)
MENASHA 10,481	Record (e) 2,047	.011	...	(I) (†) (none)	Ira H. Clough, Pub.	Ira H. Clough	J. M. Clough	Ira H. Clough J. M. Clough (bm) C. Weideman (cm)	C. Weideman	C. F. Walter (ms)
MERRILL 9,000	Herald (e) 4,437	.035	.07	(UP) (†) (J) (5¢, 20¢w) (none)	Merrill Pub. Co., Inc. W. B. Chilsen, Pres.-Pub.	W. B. Chilsen Joe A. Chilsen (me)	C. McLeod (sp)	Joe A. Chilsen (gm-bm) Lyle Custer (cm)	M. N. Taylor Shirley Adams (cl)	M. N. Taylor (pm) F. Daniek (ms)
MILWAUKEE 610,971 766,075 (ABC City)	Journal (e) 280,378 Sunday edition (S) 314,087	.45 .50	.50 .50	(I) (AP, UP, NYT) (*S) (ROP-1) (†) (mer) (3¢, 10¢S, 28¢w) (84)	Journal Co. H. J. Grant, Ch. of Bd. Marvin H. Creager, Pres. Irwin Maier, Pub.	M. H. Creager W. R. Arnold	T. Murray Reed Russell Lynch (sp)	D. B. Abert E. H. Schroeder (cm)	R. K. Drew H. E. Daniels (loc) A. F. Hall (n) H. J. Bendinger (cl)	C. R. Conlee J. P. Keating (ms)
	Sentinel (m) 130,113 Sunday edition (S) 211,498	.27 .38	.27 .38	(I-R) (AP, INS) (ROP-3) (†) (mer) (3¢, 10¢S; 28¢w-ma) (14)	Milwaukee Sentinel Dept. of American Newspapers, Inc. M. M. Huberth, Pres. H. H. Fris, Pub.	James J. Colby (me)	Geo. Tracy J. D. McGlynn (sp) Gordon Smith (S)	W. N. Thomson (bm) H. M. Van Dusen (cm)	Benn Kay F. J. Chlupp (n) Milton Werner (cl)	Sumner Collins
MONROE 6,182	Times (e) 3,387	.05	.15	(I) (AP) (J) (5¢, 20¢w) (1)	Evening Times Co. Emery A. Odell, Pres.-Pub.	Don C. Wright Emery A. Odell	Don C. Wright (co-sp)	Emery A. Odell (gm-bm) R. Altman (cm)	C. N. Colby L. M. Conrad (n-cl)	
NEENAH 10,671	News-Times (e) 2,280	.03	.08	(R) (UP) (†) (3¢, 15¢w) (110a)	News Pub. Co. Anna E. Sparks, Pres.	Clara A. Bloom K. R. Asmus	John A. Studley	Clara A. Bloom (bm) Wilbur Sparks (cm)	Wilbur Sparks	W. Sparks (apm)
OSHKOSH 40,500	Northwestern (e) 16,172	.07	...	(R) (AP, UP) (ROP-2) (†) (3¢, 15¢w) (97)	Oshkosh Northwestern Co. O. J. Hardy, Pres.-Pub.	L. H. Torreyson Aaron Mace	Raymond Peterson	O. J. Hardy Fred R. Wiese (bm) C. A. Thomas (cm)	O. J. Hardy	
PORTAGE 7,016	Register-Democrat (e) 1,755	.035	...	(R) (UP) (†) (J) (3¢) (none)	Wisc-State Register Co. A. A. Porter, Pres.	A. A. Porter	J. D. Evans R. A. Porter (sp)	A. A. Porter R. J. MacDonald (cm)	R. A. Porter (a-cl)	
RACINE 70,000 97,688 (ABC City—Retail Trading Zone)	Journal-Times (e) 22,250 Sunday edition (S) 20,000	.10 .10	.18 .18	(R) (AP, UP) (ROP-3) (†) (5¢, 25¢w) (1)	Journal-Times Co. F. R. Starbuck, Pres.-Pub.	F. R. Starbuck W. C. Reynolds (me)	Sid Kaye Keith Brehm (sp)	H. R. LePoidevin (gm-bm) H. T. Larsen (c-m)	Dale D. Karstaedt H. R. LePoidevin (n) Geo. Westrich (cl)	T. Jude (ms)
RHINELANDER 8,500	News (e) 2,906	.03	...	(I) (AP) (†) (5¢, 18¢w) (110a-82a)	Rhinelander Pub. Co. Leo G. Brott, Pres.	Clifford G. Ferris		Clifford G. Ferris (gm-bm) Myrtle Borchardt (cm)	W. H. Yankee	J. Johnson (ms)
SHAWANO 5,565	Leader (e) 3,903	.035	.19	(I) (AP) (J) (5¢, 15¢w) (none)	Leader Pub. Co. J. P. Heal, Pub.	David Hodgins (me)		J. P. Heal Mansel Martin (cm)	Walter Fellenz	
SHEBOYGAN 47,655	Press (e) 20,915	.09	.20	(D) (UP, AP) (ROP-2) (†) (J) (5¢, 18¢w) (105)	Press Pub. Co. C. E. Broughton, Pres.-Pub.	C. E. Broughton	W. J. Pfister	H. H. Born (bm) O. B. Stielow (cm)	C. M. Wondergem H. H. Born (n) E. L. Rich (cl)	H. H. Born (pm) G. Brand (ms)
STEVENS POINT 16,250	Journal (e) 6,740	.045	.08	(I) (AP) (†) (J) (20¢w) (82a)	Journal Ptg. Co. F. W. Leahy, Pres.-Pub.	Guy W. Rogers	James W. Hull	Guy W. Rogers Allan Leahy (bm) Weldon C. Leahy (cm)	Allan Leahy Helen K. Rothrock (cl)	Geo. W. Butler (ms)
STOUGHTON 4,743	Courier-Hub (e)	.04	...	(I-R) (UP) (†) (3¢) (none)	Courier-Hub. Pub. Co. H. W. Quirt, Pub.	H. W. Quirt Claire Onagard	C. Onagard C. Hippenmeyer (sp)	H. W. Quirt S. Klaboe (cm)	Edna Lund (n)	O. Vaughan (ms)
SUPERIOR 40,000	Telegram (e) 19,395	.09	.20	(I) (AP, UP) (ROP-2) (†) (J) (5¢, 20¢w) (19)	Evening Telegram Co. Morgan Murphy, Pres.-Pub.	Seagar Swanson	Ralph Mason Wm. Stewart (sp)	Clough Gates Paul Skamser (bm) Frank Williams (cm)	Max Lavine Evelyn Johnson (cl)	Fern Noreen Elmer Olsen (ms)
TWO RIVERS 10,400	Reporter (e) 3,243	.035	.10	(I) (AP) (ROP-1) (†) (3¢, 15¢w) (19)	Two Rivers Reporter, Inc. Morgan Murphy, Pres. J. M. Barenbaum, Pub. (Note: Sold in combination with Manitowoc (Wis.) Herald-Times, .03 per line.)	R. T. Bayne Seymour Althen	Seymour Althen Francis Schultz (sp)	J. M. Barenbaum (gm-bm) Loretta LeClair (cm)	J. M. Barenbaum	J. M. Barenbaum R. Scherer (ms)
WATERTOWN 11,300	Times (e) 5,550	.05	.12	(I) (UP) (†) (J) (3¢, 18¢w) (35)	Times Pub. Co. M. W. Clifford, Pres. John D. Clifford, Pub.	John D. Clifford Clarence Wetter	Clarence Wetter Joseph Toman (sp)	John D. Clifford S. J. Friedman (bm) G. W. Ponath (cm)	S. J. Friedman H. Riffle (cl)	John A. Vanderberg (ms)
WAUKESHA 20,000	Freeman (e) 5,157	.04	.15	(I) (UP) (J) (3¢, 15¢w (none)	Freeman Ptg. Co. Josephine H. Youmans, Pres.	G. H. Koenig (me)	John Aboya (sp)	G. H. Koenig (bm) T. J. Wagner (cm)	James Lear	Fred Speri (ms)
WAUSAU 27,268	Record-Herald (e) 12,314	.07	.18	(I) (AP) (†) (5¢, 20¢w) (none)	Record-Herald Co. J. C. Sturtevant, Pres.-Pub.	Mark R. Byers (me)	E. R. Boileau David Christenson (sp)	J. C. Sturtevant W. F. McCormick (bm) M. A. Nelson (cm)	W. E. Payne R. H. Stine (n)	E. N. Peterson (ms)
WISCONSIN RAPIDS 11,500	Tribune (e) 6,863	.045	.11	(I) (AP) (†) (5¢, 20¢w) (none)	Wisc-Rapids Tribune Co. Wm. F. Huffman, Pres.-Pub.	Carl E. Otto	J. M. Felker Don Unferth (sp)	A. E. Peters (bm) Donald Arndt (cm)	Frank Trier Helen Thompson (cl)	R. Kruger (ms)

THE MILWAUKEE JOURNAL

Russians Dent Nazi Defenses on Lower Don

Gremlin Gets Into Poker Hand: Eight Deuces in Deck

RAF Night Raiders Blast at Lorient, Vital Atlantic Lair of Hitler's U-Boats

Heavy Attack Made at a Cost of Two Planes

Buna Mission Conqueror Whizzes Back to State

Senate Plum to Gettelman

Eye Affliction Enters Plants

Hope Is Gone for Five Sons

FIRST in Coverage

in America's Major Markets

In most cities of 500,000 or more population, two newspapers are needed to do a thorough coverage job. But in Milwaukee, The Journal alone reaches 96% of all city zone families based on 1940 census figures, 92% of latest estimates. Only six cities in America have newspapers with larger daily circulation.

Here's a market *big* enough for any advertiser . . . the first major market in *one-paper* coverage . . . a market where war work has boomed factory payrolls in the metropolitan area to $36,000,000 *monthly*, 367% of the 1939 census figure . . . an unbeatable "market-medium" combination for any 1943 advertising job!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

SIXTH LARGEST ADVERTISING VOLUME IN AMERICA

CIRCULATION, RATES AND PERSONNEL OF U. S. DAILY NEWSPAPERS—Continued

WYOMING

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
CASPER 18,000	Tribune-Herald (e ex Sat.) 7,735 Sunday edition (S) 7,904	.07 .07	.18 .18	(I) (AP) (ROP-2) (†) (5¢, 20¢w) (47)	Natrona Co.-Tribune Inc. J. E. Hanway, Pres. J. E. & E. E. Hanway, Pubs.	Earl E. Hanway R. E. Evans (me)	E. P. Martin (ce-sp)	E. E. Hanway (gm-bm) M. S. Hendrickson (cm)	E. E. Hanway C. F. Perry (n)	G. G. Peck (ms)
CHEYENNE 22,474	Wyoming Eagle (m ex M.) 8,956 Wyoming State Tribune & Leader (e) 10,157 Combined daily (m) 19,113 Sunday edition (S) 10,158	... ... .11 .08	... ...	(D) (R) (AP, UP) (ROP-1) (†) (5¢) (10¢)	Cheyenne Newspapers, Inc. Tracy S. McCraken, Pres.-Pub.	Tracy S. McCraken (m) J. C. Thompson (e) J. C. Thompson (me-e) Roy MacPherson (me-m)	Bob Rhodes (m) Louis Bates (e) Abe Krash (sp-m) Irving Wolf (sp-e)	Tracy McCraken O. B. Koerfer (bm) R. Larson (cm)	Don Clair Ray Hynds (el)	O. B. Koerfer C. Lewis (ms)
LARAMIE 10,500	Republican-Boomerang (e ex Sat.) 1,966 Bulletin (m ex M.) 3,032 Combined (ms) 4,992	... ... .06	... ... .20	(R) (D) (AP, UP) (†) (5¢, 12¢w-m, 15¢w-e) (108)	Laramie Newspapers, Inc. T. S. McCraken, Pres. C. S. Greenbaum, Pub.	Mary Tibbitts E. H. Linford (e) C. S. Greenbaum (me)	Mary Tibbitts (ce-m) E. H. Linford (ce-e) Roy Peck (sp-m) Bill Lythgoe (sp-e) E. H. Linford (Su)	C. S. Greenbaum Howard Smith (cm)	C. S. Greenbaum W. W. Williamson (el)	J. A. Dalton (ms)
RAWLINS 5,900	Republican-Bulletin (m ex M.) 2,681	.03	...	(R) (UP) (†) (J) (5¢) (108)	Rawlins Republican Co. R. H. Alcorn, Pres.	R. H. Alcorn W. L. Alcorn	W. L. Alcorn	R. H. Alcorn (bm) Beatrice Alcorn (cm)	W. L. Alcorn R. H. Alcorn (n)	T. Klausen (ms)
ROCK SPRINGS 11,000	Rocket (m ex M.) 4,343 Sunday Miner (S) 4,473	.05 .05	.10 .10	(D) (UP) (†) (J) (3¢, 17½¢w) (108)	Rock Springs Pub. Co. Tracy J. McCraken, Pres. D. G. Richardson, Pub.	D. G. Richardson Jack Holmes	Jack Holmes Joe McGowan (sp) Martha Jensen (Su)	D. G. Richardson (gm-bm) Tom Cole (cm)	Joe McGowan Jessie Murphy (el)	J. McGowan R. W. Pray (ms)
SHERIDAN 9,500	Press (e ex Sat.) 5,387 Sunday edition (S) 5,478	.05 .05	.10 .10	(I) (AP) (ROP-1) (†) (5¢, 20¢w) (47)	Sheridan Press, Inc. Ralph Blackledge, Pres.-Pub.	Ralph Blackledge	S. C. Brenner	H. B. Sharp (bm) Patty Kelley (cm)	R. C. Epperson Ralph Blackledge (n)	Geo. D. Johnson (ms)
WORLAND 2,710	Northern Wyo. News (m ex M.)	.035	...	(I) (UP) (†) (J) (2¢) (108)	Big Horn Basin Newspapers, Inc. Tracy S. McCraken, Pres. O. B. Koerfer, V.-P.	Ted O'Melia Dick White	Dick White	Ted O'Melia Elmer Downing (cm)	Ted O'Melia (n) Helen Shoemaker (el)	N. Clark, Jr. (ms)

ALASKA

City Population	Name of Newspaper, Circulation	Nat.	Classified	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Promotion Manager
ANCHORAGE 10,000	Times (e) 4,166	.035	...	(I) (AP) (J) (10¢) (108)	Times Pub. Co. I. Bayles, Pres. R. B. Atwood, Pub.	Robert B. Atwood Norman C. Brown	Norman C. Brown	R. B. Atwood	Lester Busey	A. De Julio (ms)
CORDOVA 938	Times (e)	.029	...	(AP) (†) (J) (10¢) (1A)	E. H. Pettijohn, Pub. J. A. Nelson	E. H. Pettijohn and J. A. Nelson (ed)	.....	E. H. Pettijohn	.....	.....
FAIRBANKS 4,000	News-Miner (e) 1,560	.04	.10	(I) (AP) (J) (10¢) (1A)	Tanana Pub. Co., Inc. A. E. Lathrop, Pres. D. B. Tewkesbury, Pub.	D. B. Tewkesbury	.....	D. B. Tewkesbury (bm)	D. B. Tewkesbury L. E. Lund (n)	C. H. Scheffler (ms)
JUNEAU 5,729	Alaska Empire (e)	.04	...	(I-D) (AP) (†) (J) (10¢) (1A)	Empire Ptg. Co. H. T. Monsen, Pres.	H. T. Monsen Robt. Roberts	Elmer A. Friend F. Hoffman (sp)	R. L. Bernard Alfred Zenger (cm)	R. L. Bernard Alfred Zenger (el)	R. L. Bernard J. Primevara (ms)
KETCHIKAN 5,000	Chronicle (e) 1,631	.036	...	(I) (AP) (†) (J) (10¢, 35¢w) (1A)	Journal Ptg. Co. Roy Anderson, Pub.	Roy Anderson Gene Brice	Fergus Hoffman	Blanche Calahan (cm)	Robt. D. Seal	R. R. Spaeth (ms)

ACCREDITED FOREIGN CORRESPONDENTS IN THE UNITED STATES

ARGENTINA

Diario Israelita, William Zukerman, 880 West 181st St., New York City.

La Nacion, A. E. Franke, 630 Fifth Ave., New York City.

AUSTRALIA

Sydney Morning Herald Service, Raymond Charles Maley, 229 West 43rd St., New York City.

Sydney Morning Herald Service, A. D. Rothman, 229 West 43rd St., New York City.

Australian Associated Press, Walter Herbert Cummins, 229 West 43rd St., New York City.

Australian Associate Press, Frederick William Tonkin, 229 West 43rd St., New York City.

Australian Newspapers Service, Randal Heymanson, 229 West 43rd St., New York City.

Australian Press Bureau, Leo Vincent Armati, 229 West 43rd St., New York City.

Consolidated Press of Sydney, John B. Davies, 229 West 43rd St., New York City.

Consolidated Press of Sydney, W. W. Davies, 229 West 43rd St., New York City.

CANADA

The Canadian Press, Don Gilbert, 50 Rockefeller Plaza, New York City.

Jewish Daily Eagle, Alexander I. Parsky 8 Gramercy Park, New York City.

Montreal Gazette, J. M. Fyfe, 229 West 43rd St., New York City.

Toronto Star, Curt Riess, 340 East 57th St., New York City.

CHINA

Chinese News Service, George Kao, 1250 Sixth Ave., New York City.

Central News Agency of China, David Lu, 2800 Woodley Rd., N.W., Washington, D. C.

ENGLAND

The Manchester Guardian, Bruce Bliven, 40 East 49th St., New York City.

Reuters, David Brown, 50 Rockefeller Plaza, New York City.

The Journal, Percy S. Bullen, 101 National Boulevard, Long Beach, L. I., N. Y.

Daily Telegraph & Morning Post, Dennys H. H. Smith, 1630a 19th St., N.W., Washington, D. C.

Daily Telegraph and Morning Post, Alex H. Faulkner, 55 East 55th St., New York City.

The Times, Louis Hinrichs, 280 Broadway, New York City.

Daily Mail, Don Iddon, 230 West 41st St., New York City.

Daily Mail, Alan Waters, 230 West 41st St., New York City.

The Times, Sir Wilmott Lewis, National Press Club, Washington, D. C.

Sunday Times, F. L. MacDermont, 27 Sutton Pl. South, New York City.

Odhams Publications, Elizabeth Lonergan, 1811 N. Whitley Ave., Hollywood, California.

Evening Standard, F. G. Alletson Cook, 229 West 43rd St., New York City.

Britanova News Agency, Leander E. Fitzgerald, 55 East 55th St., New York City.

British United Press, Harold Hutchinson, 220 East 42nd St., New York City.

Reuters, D. Kimpton Rogers, 50 Rockefeller Plaza, New York City.

Reuters, Douglas Rowley, 50 Rockefeller Plaza, New York City.

The Star and Britanova News Agency, Mrs. Doris B. Sheridan, 55 East 55th St., New York City.

Commentator on American Affairs for the B. B. C., Raymond Gram Swing, Hotel Roosevelt, Washington, D. C.

Daily Express, C. V. R. Thompson, 235 East 45th St., New York City.

News Chronicle, G. E. Neyroud, 75 West St., New York City.

News Chronicle, Robert C. H. Waithman, National Press Bldg., Washington, D. C.

Daily Mirror, Bromley Gray, Jr., 220 East 42nd St., New York City.

Daily Mirror, John B. Walters, 220 East 42nd St., New York City.

The Manchester Guardian, A. Wyn Williams, 220 West 42nd St., New York City.

Daily Sketch and Sunday Graphic, Hessell Tiltman, 44 West 44th St., New York City.

Daily Herald, Arthur Webb, 2480 16th St., N. W., Washington, D. C.

Associated Press of Great Britain, Flora Lewis, 50 Rockefeller Plaza, New York City.

Associated Press of Great Britain, John Sampson, 50 Rockefeller Plaza, New York City.

Associated Press of Great Britain, Rader Winget, 50 Rockefeller Plaza, New York City.

FRANCE

Teleradio, G. Fritsch-Estrangin, 50 Rockefeller Plaza, New York City.

Teleradio, Andre Peron, 50 Rockefeller Plaza, New York City.

Teleradio, Juan de Arrieta, 50 Rockefeller Plaza, New York City.

Teleradio, Albert Rocchia, 50 Rockefeller Plaza, New York City.

HOLLAND

Netherlands Indies News Agency "Aneta," Arnold Vas Dias, 50 Rockefeller Plaza, New York City.

Netherlands Indies News Agency, "Aneta," Daniel L. Schorr, 50 Rockefeller Plaza, New York City.

LATIN AMERICA

La Prensa Asociado, Juan Aramburu, 50 Rockefeller Plaza, New York City.

Editors Press Service, Inc., Carlos Davila, 106 East 85th St., New York City.

International Radio Station WLWO, Bernard Musnik, 630 Fifth Ave., New York City.

Pan-American Information Service, C. C. Martin, 154 Nassau St., New York City.

MEXICO

El Universal, Antonio Iglesias, 229 West 43rd St., New York City.

PALESTINE

Palcor News Agency, Henry Montor, 50 Union Sq., New York City.

SWEDEN

American-Swedish News, Naboth Hedin, 630 Fifth Ave., New York City.

Stockholms Tidningen, Einar Thulin, 34-40-79th St., Jackson Heights, N. Y.

Svenska Dagbladet, Tell E. Dahllocf, 630 Fifth Ave., New York City.

SWITZERLAND

Der Bund, Guenther Reinhardt, 95 Christopher St., New York City.

Swiss Telegraphic Agency, Joseph Mannheim, 229 West 43rd St., New York City.

U. S. S. R.

Telegraph Agency of the U. S. S. R., Kenneth Durant, 50 Rockefeller Plaza, New York City.

Telegraph Agency of the U. S. S. R., Harry Freeman, 50 Rockefeler Plaza, New York City.

THE JOURNALISTIC CODE OF WARREN G. HARDING

With reference to newspaper ethics, President Harding's views are best known in the rules laid down for the editorial department of the *Marion Star*.

"Remember there are two sides to every question. Get them both.

"Be truthful. Get the facts.

"Mistakes are inevitable, but strive for accuracy. I would rather have one story exactly right than a hundred half wrong.

"Be decent, be fair, be generous.

"Boost—don't knock.

"There is good in everybody. Bring out the good and never needlessly hurt the feelings of anybody.

"In reporting a political gathering give the facts, tell the story as it is, not as you would like to have it. Treat the parties alike. If there is any politics to be played we will play it in our editorial columns.

"Treat all religious matters reverently.

"If it can possibly be avoided, never bring ignominy to an innocent man, woman or child in telling of the misdeed or misfortunes of a relative.

"Don't wait to be asked but do it without asking, and above all be clean and never let a dirty word or suggestive story get into type.

"I want this paper so conducted that it can go into any home without destroying the innocence of children."

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES

ALBERTA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
CALGARY 86,000	Albertan (m) 14,372x	.09	...	(I) (CanP) (ROP-1) (†) (J) (C8-65)	Albertan Pub. Ltd. Gordon Bell, Pres.	A. M. Raymond	George Stout Harry Scott (sp)	Harold A. Bell G. M. Bell, Jr. (bm) G. M. Cameron (cm)	W. A. Anderson B. Marshall (cl)	A. P. Halpen (ma)
	Herald (e) 34,084x	.11	.15	(I) (CanP, BUP, NANA) (mer) (5¢, 25¢w) (C23-27)	Southam Co., Ltd F. N. Southam, Pres. P. C. Galbraith, Pub.	A. H. Bill	Wilfrid Bennett Robt. Mamini (sp)	R. B. Rushworth (bm) A. J. Hilliker (cm)	H. H. Newcombe (a-n). F. E. Marshall (cl)	M. B. Clark (apm) F. Milne (ma)
EDMONTON 100,000	Bulletin (e) 12,823x	.08	...	(I) (CanP, AP, BUP) (ROP-2) (†) (J) (5¢) (none)	Alberta Free Press, Ltd. Chas. E. Campbell, Pub.	John Howey R. H. Hammond	J. DeProse Jack Kelly (sp)	Robt. J. Robb (bm) R. H. Robechaud (cm)	T. N. Dwan Don McNeill (cl)	Marsh Hodgins (ma)
	Journal (e) 35,559x	.11	.07¼	(CanP) (3 colors-Sat. Comic sec.) (†) (mer) (5¢, 10¢Sat.) (25¢w) (C23-C22-112)	Southam Co., Ltd F. N. Southam, Pres. W. A. MacDonald, Pub.	A. B. Watt F. M. Gerrie	D. M. MacDougall G. Mackintosh (sp)	Fane Polley (secy) W. H. Campbell (cm)	G. B. Cooper (a-n) R. W. Horn (cl)	.....
LETHBRIDGE 14,612	Herald (e) 8,231x	.04	.08	(I-L) (CanP) (†) (J) (5¢, 25¢w) (31)	Herald Co., Ltd. W. A. Buchanan, Pres.	W. A. Buchanan H. G. Long	C. F. Steele	W. A. Buchanan John Torrance (bm) S. A. Buchanan (cm)	John Torrance Edna Mohr (cl)	S. N. Trew (ma)
MEDICINE HAT 9,897	News (e) 2,290	.025	...	(L) (CanP) (†) (none)	Medicine Hat News, Ltd. L. N. Laidlaw, Pres. T. R. Osborne, Pub.	T. A. Maxwell T. R. Osborne	Rod Asburner Jack Bellamy (sp)	T. R. Osborne W. J. Worth (cm)	R. Osborne I. Morrison (n) W. J. Worth (cl)	E. McB. Forbes (ma)

BRITISH COLUMBIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
NANAIMO 6,745	Free Press (e)	.035	...	(I) (CanP) (J) (5¢) (none)	Nanaimo Free Press, Ltd. R. J. M. Stewart, Pres.	T. Harry Wilson	W. Bell G. Summerfield	E. R. Norris (bm) J. L. Ward (cm)	Geo. Summerfield	G. W. O. Norris (ma)
NELSON 7,500	News (m) 5,298x	.04	.10	(I) (CanP) (ROP-1) (†) (J) (5¢, 25¢w) (none)	News Pub. Co., Ltd. R. F. Green, Pres. F. F. Payne, Pub.	H. H. Currie (me)	Eric Ramsden H. Procter (sp)	F. F. Payne C. W. Ramsden (cm)	J. B. Stark C. W. Ramsden (cl)	J. B. Stark (apm) D. A. Darough (ma)
NEW WESTMINSTER 28,500	British Columbian (e) 6,002	.04	.08	(I) (UP) (J) (3¢) (24)	Columbian Co., Ltd. I. G. MacFarlane, Pub.	D. F. Marshall I. G. MacFarlane	R. McLennan Vic Andrews (sp)	I. G. MacFarlane R. Haggerman (cm)	R. W. Ballyntine E. Mayes (n) M. Taylor (cl)	W. G. Stewart W. Fulton (ma)
PRINCE RUPERT 15,000	Empire (e)	.0715	...	(I-C) (5¢) (none)	S. M. Newton	.....	.....	.....	.....	.....
	Daily News (e) 2,162	.03	.12	(I) (CanP) (†) (5¢, 12¢w) (88)	Daily News, Ltd	G. A. Hunter (me)	.....	Miss K. O'Neill (off mgr) Miss J. Krause (cm)	.....	T. Fraser (ma)
TRAIL 9,240	Times (e) 3,351x	.03	.10	(CanP) (†) (J) (5¢, 15¢w) (none)	Trail Times, Ltd Hon. R. F. Green, Pres. W. A. Curran, Pub.	W. A. Curran	J. H. Lunney Leo Gowans (sp)	W. A. Curran (gm-bm). Cecil R. Moore (cm)	A. E. Craig (a-n) Mary E. Webster (cl)	Cecil R. Moore A. E. Craig (apm) M. R. Cumming (ma)
VANCOUVER 358,492 444,443 (ABC City)	News-Herald (m) 23,057	.09	.08	(I) (CanP, AP, BUP) (ROP-1) (†) (mer) (4¢) (none)	News-Herald, Ltd D. A. Hamilton, Pres. C. B. Delbridge, Pub.	Elmore Philpott B. Mather	Ray Gardner Len Weekes (sp)	E. S. Planta (gm-bm) E. C. Gaisford (cm)	F. Rex Werts Reed Chapman (n) W. E. McRae (cl)	F. R. Werts D. Duguid (ma)
	Province (e) 103,258	.20	.10	(I) (CanP, AP, CDN, SC-LT, NANA) (†) (5¢, 10¢Sat.) (C23-112)	Vancouver Daily Province, Div., Southam Co., Ltd. M. E. Nichols, Pub. O. L. Spencer (asst-Pub.)	W. L. MacTavish Aubrey F. Roberts (exec-ed)	R. J. Moir John Park (sp) F. H. Goodchild (mag)	R. L. B. King (secty) F. E. Henderson (cm)	B. M. Carter L. J. Cummings (cl)	W. W. Southam (ma)
	Sun (e) 76,529	.17	.09	(I-L) (CanP, BUP, AP) (†) (mer) (J) (5¢, 10¢ Sat.) (C17-31)	Sun Pub. Co., Ltd. Mrs. W. R. McKay, Pres.-Pub.	Roy Brown Hal Straight	H. Kosbevoy J. Patterson (sp) Stan Beck (Su)	Don Cromie G. A. Cran (bm) H. F. Gates (cm)	S. Ames (loc) A. H. Middleton (n) H. E. Richardson (cl)	.....
VICTORIA 80,000	Colonist (m ex M.) 15,074 Sunday edition (S) 21,377	.075 .075	.12 .12	(C) (CanP, AP, BUP, NANA) (†) (J) (5¢) (27-C7)	Colonist P. & P. Co., Ltd., Ly. H. T. Matson, Pres. Mrs. A. T. Matson, Pub. H. Husband, V-Pres.	Charles Swayne	T. Tayler J. Delahaunty (sp) Maj. G. Smith (Su)	James L. Tait A. G. Hawkins (cm)	A. T. Stewart	H. Buckle (ma)
	Times (e) 16,367	.07	...	(L) (CanP) (†) (5¢) (31)	Times F. & P. Co., Ltd. Mrs. C. Spencer, Pres.	Kenneth Drury	H. A. Wills L. M. Salloway (sp)	W. B. Monteith R. G. Thomson (bm) A. Jones (cm)	W. A. Patterson	.....

MANITOBA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BRANDON 17,888	Sun (e) 5,347	.035	.12	(I) (CanP, BUP) (J) (5¢, 15¢w) (C8)	Sun. Pub. Co., Ltd E. C. Whitehead, Pub. E. H. Whitehead, Pres.	Wm. Noakes	H. L. Crawford (sp)	E. C. Whitehead (bm) Wm. Pue (cm)	L. V. Smith (a-n) P. G. Mason (cl)	L. Mathie (ma)
PORTAGE LA PRAIRIE 6,579	Graphic (e)	.015	...	(I) (CanP) (†) (J) (5¢) (none)	Graphic-Liberal Ptg. Co., Ltd. N. S. Smith, Pres.	M. H. Collins N. S. Smith	M. H. Collins	N. S. Smith	Maude Hawley-Smith	N. S. Smith (ma)
THE PAS 5,000	Northern Mail (e)	.035	...	(I) (CanP) (5¢) (none)	Northern Mail, Ltd. Gordon Bell, Pres. P. C. Galbraith, Mgn-Dir.	Robert Taylor	.....	A. J. Roper D. Lindsay (cm)	.....	J. Trager (ma)
WINNIPEG 310,067	Free Press (e) 74,432	.16	.10	(I-L) (CanP,BUP,CDN) (ROP-3) (†) (5¢, 25¢w) (C10, 31)	Free Press Co., Ltd. J. W. Dafoe, Pres. Victor Sifton, Pub.	J. W. Dafoe G. V. Ferguson	H. C. Wolfe (ce) E. A. Armstrong (sp)	Victor Sifton J. D. Cameron (cm)	Harry Saul	J. R. Owen (ma)
	Tribune (e) 41,108	.11	...	(I) (CanP, SC, NANA, AP) (ROP-1) (†) (5¢, 10¢Sat. 25¢w) (C23-27)	Southam Co., Ltd F. N. Southam, Pres. W. McCurdy, V.P.-Pub.	John Bird F. J. O'Malley	G. Carlyle Allison (news) John M. Gordon (ce) John Buss (sp)	A. W. Moscarella (bm). C. R. Hudson (cir-dir)	A. H. Allardyce (ad dir -n) G. B. McCrea (cl)	James Birkett (ma)

NEW BRUNSWICK

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
FREDERICTON 8,830	Gleaner (e)	...	...	(2) (none)	Gleaner, Ltd	.....	.....	.....	.....	.....
MONCTON 25,000	Times (m)	.03	...	(L-C) (CanP) (†) (J) (3¢) (C9a)	Times Ptg. Co F. R. Sumner, Pres.	D. S. Greig	C. J. Ganong C. J. Larracey (sp)	J. C. Keating L. A. Dorman (cm)	J. W. McCosh J. C. Keating (n) D. Bears (cl)	C. G. Wilson (ma)
	Transcript (e) 7,438	.04	.12	(CanP) (†) (J) (3¢, 18¢w) (C7)	The Transcript, Ltd. Hon. C. W. Robinson, Pres. J. K. Grainger, Pub.	Bruce Robb J. K. Grainger	A. J. Hicks Bill Hutchinson (sp)	W. G. Ayer (bm) Pat Thibodeau (cm)	Gordon Fudge E. MacWilliam (n) G. Lundie (cl)	T. W. Parker (ma)
ST. JOHN 65,000	Telegraph-Journal (m) 21,083	...	...	(I) (CanP) (3¢, 18¢w) (88-15)	New Brunswick Pub. Co., Ltd. J. D. McKenna, Pres.	F. X. Jennings D. R. Smith	H. Osborne (m) A. Thorne (e) Ralph Costello (sp) S. D. Trueman (gen'l news-e) J. G. Bruce (gen'l news-m)	T. F. Drummie L. W. Bewick (bm) F. G. Sharkey (cm)	P. H. Butler (a-cl) L. W. Bewick	H. J. Whyte (ma)
	Times-Globe (e) 17,217	...	...							
	Combined daily (me) 38,300	.12	.24							

NOVA SCOTIA

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
AMHERST 10,500	News (e) 2,434	.0225	.12	(C) (BUP) (J) (3¢, 18¢w) (none)	News-Sentinel, Ltd. Hon. Percy C. Black, M. P., Pres. Ronald M. Ross, Pub.	N. S. Sanford Ronald M. Ross	Ronald M. Ross L. Stewart (sp)	M. F. Walsh (bm) I. MacPherson (cm)	Emmerson Howard	.....

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
GLACE BAY 25,049	Gazette (e)	.05	...	(I) (CanP, AP) (†) (3¢) (88)	United Mine Workers of America, Dist. 26 A. D. Macneill, Pub.	Jos. McDonald J. C. Macneill	J. C. Macneill (sp)	A. D. Macneill M. Ross (bm) R. Cameron (cm)	Mabel Ross M. Ross (n) A. R. Cameron (cl)	M. Ross C. Dement (ms)
HALIFAX 115,000	Chronicle (m) 14,815 Star (e) 12,483 Combined daily (me) 27,308	... ... .11	... ... .24	(I-L) (CanP) (3¢, 18¢w) (65)	Chronicle Co., Ltd. Hon. F. B. McCurdy, Pres.-Pub.	C. F. Fraser (me)	Jas. Gowan Wilfred Foley (sp)	B. P. McCurdy (bm) W. B. Mantin (cm)	G. P. Greene A. G. Sampson (n) M. Zwerling (cl)	C. Dillman (ms)
	Herald (m) 42,427 Mail (e) 33,549 Combined daily (me) 75,976	... ... .18	... ... .24	(I) (CanP, BUP) (ROP-3) (†) (3¢, 18¢w) (C18-105)	Halifax Herald, Ltd. Dr. Agnes Dennis, Pres. Hon. W. H. Dennis, Pub.	E. E. Kelley R. J. Rankin	C. R. McElhiney (m) M. Ryan (e) K. Chisholm (sp)	A. W. Robb (gm-bm) G. H. Gillis (cm)	M. Livingston A. W. Robb (n) V. R. Gormley (cl)	A. L. Redden (apm) P. Doherty (ms)
NEW GLASGOW 10,000	News (e) 4,202	.02	.12	(C) (CanP, AP) (J) (3¢, 18¢w) (none)	Scotia Printers, Ltd. J. R. H. Sutherland, Pres.-Pub.	J. R. H. Sutherland	Miss L. Macdonald Jack Smith (sp)	Warren Flockhart (bm)	.....	F. Moore (ms)
SYDNEY 27,314	Post-Record (e) 19,082	.07	...	(I) (CanP) (†) (5c) (53-88)	Post Pub. Co., Ltd. H. P. Duchemin, Pres.-Pub.	Roy D. Duchemin	.....	Clifford LeCouteur (bm) Roy Harris (cm)	W. D. Barton C. LeCouteur (n) W. D. Barton (cl)	J. C. Gavell (ms)
TRURO 10,400	News (e) 2,133	.02	.06	(I) (CanP) (†) (3¢, 15¢w) (none)	News Pub. Co., Ltd. A. R. Coffin, Pres.	John M. Murphy	.....	A. R. Coffin (gm-bm) W. B. Foster (cm)	W. B. Foster	.....

ONTARIO

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
BELLEVILLE 15,391	Ontario-Intelligencer (e) 6,809	.03	...	(I) (CanP) (3¢) (none)	W. H. Morton	F. Rathman	C. Tice K. Collins (sp)	B. Ashley (bm)	A. Davies	Jas. Cordes (ms)
BRANTFORD 31,622	Expositor (e) 13,674	.05	.12	(I) (CanP) (†) (3¢) (none)	Preston & Sons, Ltd. W. B. Preston, Pres.-Pub.	W. B. Preston (me)	A. T. Whitaker Alan Rose (sp)	J. H. Johnson (bm) G. L. Bowden (cm)	J. H. Johnson	J. H. Johnson W. B. Shaw (ms)
BROCKVILLE 10,576	Recorder & Times (e) 5,863	.03	...	(L) (CanP) (J) (3¢, 15¢w) (none)	Recorder Ptg. Co., Ltd. Rt. Hon. Geo. P. Graham, Pres.-Pub.	H. R. Morgan	C. E. Amonde (news) A. C. Runciman (ce)	H. R. Morgan (man-dir) Ruby Whitsey (cm)	A. C. Moore	E. L. Hill (ms)
CHATHAM 17,700	News (e) 8,619	.04	.075	(I) (CanP) (ROP-2) (†) (3¢, 15¢w) (none)	Daily News, Ltd. E. C. Young, Pres.	R. W. Angus	.....	J. K. Stewart (bm) J. R. MacDonald (cm)	J. M. Bowers J. K. Stewart (n) Miss J. McGregor (cl)	Ralph Edwards (ms)
CORNWALL 22,239	Standard-Freeholder (e) 6,554x	.03	...	(I) (CanP) (J) (3¢) (none)	Standard-Freeholder, Ltd. Howard Fleming, Pres. C. J. McTavish, Sec.-Treas.	W. A. Barnes	A. E. Grattan J. Park (sp)	H. D. Wightman J. McAdam (cm)	C. Milne H. D. Wightman (n) Miss M. LaRose (cl)	H. D. Wightman C. Milne (apm) N. Hill (ms)
FT. WILLIAM 29,834	Times-Journal (e) 8,898	.04	.055	(I) (CanP, AP) (J) (5¢, 15¢w) (none)	Times-Journal of Ft. William, Ltd. D. Smith, Pub.	W. H. Belford	.....	D. Smith A. Angus (cm)	G. A. Johnston (a-n)	.....
GALT 15,025	Reporter (e) 7,415	.03	.12	(I) (CanP) (3¢, 18¢w) (none)	Galt Pubs., Ltd. Allan Holmes, Pres.-Pub.	Earl Werstine	A. Herbert (sp)	Allan Holmes Lorne Johannes (cm)	J. E. Slaight	J. E. Slaight G. Hogan (ms)
GUELPH 21,700	Mercury (e) 8,467	.04	.12	(I) (CanP) (†) (3¢, 18¢w) (none)	Daily Mercury, Ltd. E. C. Young, Pres.-Pub.	A. M. Macalister	R. U. Mahaffy W. J. O'Sullivan (sp)	W. E. McCartney (bm) T. I. Collins (cm)	A. J. Young (acting)	G. A. Humphries (ms)
HAMILTON 170,000	Spectator (e) 66,258	.14	.14	(I) (CanP, BUP, AP) (3¢, 18¢w) (27)	Southam Co., Ltd. F. N. Southam, Pres. F. I. Ker, Pub.	F. I. Ker J. A. McKenty	J. O'Neil Walter McMullen (sp)	F. I. Ker A. G. Muir (bm) F. L. Britton (cm)	Roy S. Davis (a-n) J. A. Miles (cl)	A. J. Waite (ms)
KINGSTON 31,000	Whig-Standard (e) 13,516	.05	.10	(I) (CanP) (3¢, 18¢w) (none)	Whig-Standard Co., Ltd. Sen. W. R. Davies, Pres.-Pub.	Sen. W. Rupert Davies Robt. D. Owen	C. A. Devlin W. J. Walsh (sp)	Arthur L. Davies H. B. Cowan, Jr. (cm)	W. J. Coyle	A. Eggleton (ms)
KITCHENER 35,367	Record (e) 16,551	.05	.05	(I) (CanP) (†) (J) (3¢, 18¢w) (none)	News-Record, Ltd. W. J. Motz, Pres.-Pub.	John E. Motz (me)	A. H. Lowe Vic McKenty (sp)	J. E. Motz C. E. Cornell (bm) J. E. Fehrenbach (cm)	T. H. Kay (a-n) Miss M. Morrison (cl)	W. J. Besserer (ms)
LINDSAY 7,505	Post (e) 1,811	.03	...	(3¢) (BUP) (none)	Geo. H. Wilson	.....	.....	.....	.....	.....
LONDON 80,000	Free Press (m) 32,854 Free Press (e) 23,851 Combined daily (me) 56,705	... ... .13	... ... .18	(I) (CanP) (†) (3¢, 18¢w) (C8)	Free Press Ptg. Co. W. J. Blackburn, Pres.-Pub.	A. R. Ford	John Gore (day) John Pethrick (night) W. Rhodes (sp)	Charles Thomas R. Baker (bm) G. Mitchell (cm)	W. E. Gunn (a-n) H. J. Hamilton (cl)	W. E. Gunn M. T. Parkinson (ms)
	(Color—2, page 3—back and third last page of each section.)									
NIAGARA FALLS 20,371	Review (e) 8,231	.03	.05	(I) (CanP) (†) (J) (3¢, 18¢w) (none)	F. H. Leslie, Ltd. F. H. Leslie, Pres.	J. M. Cowan	Wm. Gaynon (sp)	F. H. Leslie (gm-bm) G. Dingman (cm)	D. N. Fielding (a-n) W. Bruce Leslie (cl)	P. Lotocky (ms)
NORTH BAY 16,700	Nugget (e) 7,291	.03	.10	(I) (ROP-1) (J) (3¢, 18¢w) (none)	Nugget Publ., Ltd. W. E. Mason, Pres.-Pub.	C. M. Fellman (me)	B. McLeod (sp)	J. F. Grainger D. Burrows (cm)	D. Beattie T. Cahill (n) E. Price (cl)	J. A. Beatty (ms)
OTTAWA 208,790	Citizen (m) 8,174 Citizen (e) 33,432 Combined daily (me) 41,606	... ... .12	... ... .083	(I-L) (CanP, AP, SC) (†) (3¢, 18¢w) (C23)	Ottawa Citizen Div. of The Southam Co., Ltd. F. N. Southam, Pres. H. S. Southam, Pub.	C. A. Bowman L. R. Brindley	M. Yarrow J. Koffman (sp)	J. P. Kenney (asst gm-bm) E. B. Brackenbury (cm)	F. W. Crabbe (a-n) V. M. Young (cl)	F. W. Crabbe (apm) P. H. Burke (ms)
	(Le) Droit (e) 21,461	.07	...	(I) (CanP, AP) (ROP-1) (J) (3¢, 15¢w) (C3)	Le Syndicat d'Oeuvres Sociales, Ltd. Esdras Terrien, Pres.	Chas. Gautier Esdras Terrien	Camille Hudon Robt. Desjardins (sp)	Esdras Terrien Cheri Laplante (cm)	Edmond Lemieux (a-n) O. Lafreniere (cl)	E. Beaudry (ms)
	Journal (m) 9,596 Journal (e) 30,466 Combined daily (me) 40,062	... ... .12	... ... .15	(I-C) (CanP, AP, BUP) (3¢, 18¢w) (C18-105)	Journal Pub. Co. of Ottawa, Ltd. P. D. Ross, Pres.	E. Norman Smith T. G. Lowrey	C. I. Lynch W. Westwick (sp)	Col. R. F. Parkinson (gm-bm) E. B. Brackenbury (cm)	J. I. Phillips (a-n) W. A. Geddes (cl)	Mrs. T. H. Johnstone F. Shore (ms)
OWEN SOUND 14,500	Sun-Times (e) 9,342	.03	.05	(I) (CanP) (†) (J) (3¢, 18¢w) (none)	Fleming Pub. Co. Ltd. C. A. Fleming, Pres. Howard Fleming, Pub.	M. B. Dulmage	Richard Payne Ken Johnson (sp)	C. J. McTavish D. T. Fleming (cm)	H. R. Moffat C. J. McTavish (n) A. Cant (cl)	G. Mead (ms)
PETERBOROUGH 27,908	Examiner (e) 16,321	.04	.04	(I) (CanP) (†) (3¢, 18¢w) (none)	Peterborough Examiner Ltd. W. Rupert Davies, Pres. H. L. Garner, Pub.	Robertson Davies G. Wilson Craw	Fred Craig (sp)	H. L. Garner H. B. Cowan, Jr. (cm)	W. J. Garner	J. H. McCauley (ms)
PORT ARTHUR 35,000	News-Chronicle (e) 7,334	.035	.035	(I) (CanP) (5¢, 17½¢w) (none)	News-Chronicle Pub. Co., Ltd. E. B. Mackay, Pres.	O. F. Young	A. C. Mackay Dick Elliot (sp)	E. B. Mackay D. R. Harrison (bm) Alex Sim (cm)	C. B. Binder	C. B. Binder John Saunders (ms)
PORT HOPE 5,308	Guide (e)	.02	...	(J) (2¢, 10¢w) (none)	.....	C. Wood Mrs. Ralph Wilson	.....	.....	.....	.....
ST. CATHARINES 32,550	Standard (e) 14,507	.05	.14	(I) (CanP, BUP) (†) (J) (3¢, 18¢w) (none)	St. Catharines Standard, Ltd. Henry B. Burgoyne, Pres.-Pub.	Harris L. Walsh H. B. Burgoyne	F. H. Whitelock C. E. Browne (sp)	H. B. Burgoyne D. J. Williams (off-mgr) H. H. Turnbull (cm)	H. M. Gadsby J. R. Bates (n)	W. E. Chadwick (ms)
ST. THOMAS 18,500	Times-Journal (e) 8,980	.045	...	(I) (CanP) (†) (3¢) (none)	Times-Journal of St. Thomas, Ltd. L. H. Dingman, Pres.-Pub.	Thomas Keith	G. M. Dingman N. D. Whitmore (sp)	W. L. Agnew (bm) W. J. Stewart (cm)	E. P. Ray W. L. Agnew (n) C. Evans (cl)	C. W. Herron (ms)

Public Notice:

The undersigned newspapers call the attention of all Advertisers to the increases in their city and provincial circulation, as recorded by the latest Publisher's Statement to the Audit Bureau of Circulations for the 6 months ending September 30th, 1942.

These increases are noteworthy. They represent the greatest yearly increases in the history of these newspapers—giving them an even more dominating position in Halifax and Nova Scotia.

An Abstract from the Publisher's Statement to the A. B. C. for the six months ending Sept. 30, 1942

THE HALIFAX HERALD			THE HALIFAX MAIL		
City:	8,172—GAIN:	**1307**	City:	21,285—GAIN:	**2522**
Province:	34,255—GAIN:	**4170**	Province:	12,264—GAIN:	**307**
Total:	42,427—GAIN:	**5477**	Total:	33,549—GAIN:	**2829**

Total Herald and Mail: 75,976 -- GAIN: 8,306.

Circulation is the yardstick by which Advertisers measure the potential number of customers reached by any medium. By that yardstick the undersigned newspapers can be envisaged as a great marketplace for advertisers' products and services wherein the majority of the able-to-buy of the province come to trade—Nova Scotia under one roof!

To reach these buyers in MAXIMUM number and at MINIMUM cost use the two newspapers that are welcome daily visitors *in practically every home in Halifax and Nova Scotia.* For the actual facts see the latest Publisher's Statements to the A.B.C. for the Halifax Daily Newspapers—and COMPARE!

Business history clearly shows that a blackout of a brand name can be more disastrous than a bombing of a plant. Whether the manufacturer has anything to sell or not, let there be no blackout of his good name!

THE HALIFAX HERALD
THE HALIFAX MAIL

Two of Canada's Great Newspapers

J. B. RATHBONE, *Representative,* Metropolitan Bldg., Toronto, Canada Cement Bldg., Montreal
WARD-GRIFFITH CO., INC., *U. S. Representatives,* New York, Chicago, Boston, Atlanta, Detroit, Los Angeles, Salt Lake City, San Francisco.

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
SARNIA 18,800	Canadian Observer (e) 7,768	.03	.06	(CanP) (†) (3¢, 18¢w) (none)	Canadian Observer, Ltd. H. M. Hueston, Pres.	H. M. Hueston A. D. McKenzie, (mgn-dir)	O. N. Wilson C. W. Kewley (sp)	A. D. McKenzie (gm-bm) R. J. Knowles (cm)	Carl C. Manore (a-n) Mrs. A. Janes (cl)	Carl C. Manore J. W. Peacock (ms)
SAULT STE. MARIE 26,500	Star (e) 8,567	.025	.09	(I) (CanP) (ROP-1) (†) (J) (3¢, 18¢w) (none)	Sault Star, Ltd. J. W. Curran, Pres.-Pub.	Robert Curran	Robt. Curran E. Rajnovich (sp)	Robt. Curran	D. Cohen Robt. Curran (n)	H. Goodship (ms)
STRATFORD 17,100	Beacon-Herald (e) 8,941	.04	.07	(I) (CanP, AP) (J) (4¢, 20¢w) (none)	Beacon-Herald of Stratford, Ltd. L. H. Dingman, Pres.-Pub.	Chas. D. Dingman	Thos. J. Dolan L. W. Appel (sp)	Chas. D. Dingman A. E. O'Loughlin (bm) C. H. Obeay (cm)	J. A. Triller (a-n) E. Robb (cl)	M. A. Robinson (ms)
SUDBURY 18,518	Star (e)	.04	...	(I) (CanP, TR) (BUP) (†)(J)(5¢)(none)	Sudbury Star Publs., Ltd. W. E. Mason, Pres.-Pub.	W. E. Mason				
TIMMINS 28,464	Press (e) 7,741	...	...	(I) (CanP) (ROP-1) (J) (5¢, 18¢w) (C12)	Northern Broadcasting & Publishing, Ltd. Roy H. Thomson, Pres.-Pub.	Edwin A. Copps	J. T. O'Neill (ce-sp)	J. Nolan Sisson N. J. Enright (off-mgr) M. M. Newton (cm)	Ralph Jackson D. O'Dell (n)	M. Millett (ms)
TORONTO 864,521	Globe & Mail (m) 165,546	.27	.18	(I) (CanP, BUP, AP, NYT) (3¢,18¢w) (C26-C22-65)	Globe Ptg. Co. C. George McCullagh, Pres.-Pub.	A. A. McIntosh R. A. Farquharson	W. T. Munns Vern DeGeer (sp)	H. G. Kimber H. S. Mark (cm)	W. J. J. Butler R. K. Stocks (cl)	J. Harrison (ms)
	Star (e) 250,758	.27	.18	(I-L) (CanP, UP, AP, CDN, CDJ) (*Sat.) (ROP-3,Sat.) (†) (J) (3¢, 10¢Sat.; 12.6¢w-city, 18¢w-ctry; 8¢w-Sat. city) (105)	Toronto Star, Ltd. Joseph E. Atkinson, Pres.-Pub. Harry C. Hindmarsh (V.P.) J. S. Atkinson (V.P.)	Geo. H. Maitland K. S. Edey	Jas. Kingsbury Andy Lytle (sp)	Fred'k L. Tate (bm) Ralph B. Cowan, K. A. McMillan (cm)	William Wallace W. A. Campbell (n-wkly) W. J. Frost (n) Fred'k L. Tate (cl)	A. C. F. West (ms)
	Star Weekly (Sat.) 608,619	.80	...							
	Telegram (e) 152,911	.26	.21	(I-C) (CanP, BUP, NANA) (†) (3¢, 18¢w) (C5-22-66)	Trustees of J. Ross Robertson Estate, Pubs.	C. O. Knowles	Bert S. Wemp J. P. Fitzgerald (sp)	A. T. Chadwick (bm) C. W. Knowles (cm)	R. B. Hara (a-n) H. Judges (cl)	R. B. Hara (apm)
WELLAND-PORT COLBORNE 21,949	Tribune (e) 6,092	.025	.09	(I) (CanP) (†) (3¢, 18¢w) (none)	Welland Publs., Ltd.	Henry J. Foster	Thomas N. Morrison (ce-sp)	Harry J. Shore(gm-bm) M. J. Swords (cm)	Harry J. Shore	O. Clements (ms)
WINDSOR 121,433	Star (e) 53,293	.13	.18	(I) (CanP, AP, TS) (ROP-3) (†) (J) (3¢, 5¢Sat; 20¢w) (65)	Star Pub. Co. of Windsor, Ltd. Hugh A. Graybiel, Pres.	W. L. Clark H. M. Morden (asso-ed) W. H. Vaughan (exec-ed)	H. Pray Douglas Vaughan (sp)	Hugh A. Graybiel E. H. Thistlethwaite (bm) C. E. Traunieck (cm)	Carl Dettman F. M. Campbell (n) F. J. Taggart (cl)	C. E. Traunieck Jas. Braddock (ms)
WOODSTOCK-INGERSOLL 19,096	Sentinel-Review (e) 7,318	.03	.12	(I) (CanP) (Color-1) (3¢, 18¢w) (none)	Woodstock Pubs., Ltd. A. D. McKenzie, Pres.		H. V. Marshall D. McQuarrie (sp)	C. O. Tatham A. Weiler (cm)	E. Anderson Miss E. Heard (cl)	W. Tucker (ms)

PRINCE EDWARD ISLAND

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
CHARLOTTETOWN 15,000	Guardian (m) 6,868	.04	.12	(I-C) (CanP) (J) (2¢, 10¢w) (none)	Island Guardian Pub. Co. J. R. Burnett, Pub.	J. R. Burnett				
	Patriot (e) 4,826	.04	...	(I) (CanP) (†) (J) (none)	Patriot Pub. Co. Hon. F. R. Heartz, Pres.		C. J. Mitchell D. A. Matheson (sp)	W. A. Gaudet Marion Macmillan (cm)	W. A. Gaudet	J. Coyle (ms)

QUEBEC

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate Nat.	Minimum Adv. Line Rate Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
MONTREAL 1,318,595	(Le) Canada (m) 16,081	.09	.25	(L) (CanP, AP) (†) (3¢) (C9-31)	La Cie de Publication du Canada, Ltée. Hon. Wilfrid Gagnon, Pres.	Edmond Turcotte	Willie Chevalier L. P. Séguin (sp)	H. P. Diehl (bm) V. M. Lemay (cm)	H. P. Diehl	F. Boulanger (ms)
	(Le) Devoir (e) 19,479	.07	.04	(I) (CanP) (J) (3¢) (none)	Imprimerie Populaire, Ltée. Edmond Hurtubise, Pres. Geo. Pelletier, Pub.	Omer Héroux Emile Benoist (me)	Alexis Gagnon Xiste Narbonne (sp)	Georges Pelletier N. Lafortune (bm) Ubalde Baudry (cm)	P. E. Rioux	P. E. Rioux (pm-apm) J. O. Beaudet (ms)
	Gazette (m) 38,495	.11	.12	(I) (CanP) (J) (5¢, 25¢w) (C25-42)	Gazette Ptg. Co., Ltd. John Bassett, Pres.-Pub.	Paul E. Bilkey Geo. H. Carpenter	G. F. FitzGerald Dink Carroll (sp)	Louis T. Colvey (cm)	W. J. C. Sutton	W. Mitchell (ms)
	Herald (e) 17,014	.06	...	(I) (CanP) (†) (J) (3¢) (none)	Herald Pub. Co., Ltd. C. L. Sibley, Pres.	C. L. Sibley W. D. O'Hearn (news)	G. E. McCormick E. W. Ferguson (sp)	C. L. Sibley D. McT. Martin (bm) W. G. Walker (cm)	A. C. Morton E. H. Barnfield (n) K. K. Bloxham (cl)	J. S. Bedding (ms)
	Saturday edition (Sat.) 11,464	.06	...							
	Montreal-Matin (m) 10,278	.08	...	(I) (BUP) (J) (3¢) (none)	Fédération des Journalistes Canadiens, Inc. J. E. A. Pin, Pres.	J. E. A. Pin Joseph Bourdon	Joseph Bourdon Armand Jokisoh (sp)	J. N. Cartier (mgn-dir) Ernest Larivee (cm)	D. W. Campbell	
	(La) Patrie (e) 12,908	.10	.12	(I) (CanP, BUP) (*S) (ROP-3) (†) (J) (3¢, 5¢-Sat, Sun) (C20-58)	La Patrie Pub. Co., Ltd. Hon. P. R. Du Tremblay, Pres.	Oswald Mayrand	D. Kavanagh Horace Lavigne and Z. Lespérance (sp) J. C. Lefrancois (Su)	J. N. A. Perrault (gm-bm) O. L. Bourque (cm)	Eugene Tarte R. J. Brown (n) J. L. Massicotte (cl)	O. L. Bourque E. Tarte (apm) P. Durocher (ms)
	Saturday edition (Sat.) 28,962	...	...							
	Sunday edition (S) 183,927	.20	.18							
	Saturday & Sunday (Sat-Sun) 212,889	...	...							
	(Le) Petit Journal (S) 113,584	.18	...	(I) (CanP, BUP, UP, AP) (4¢) (C13)	Le Petit Journal, Inc. R. Maillet, Pres.	Fernand Denis	Robt. Prévost Chas. Mayer (sp)	A. Quevillon J. A. Valois (cm)	Art. Langlois M. Tremblay (cl)	A. Charbonneau (ms)
	(La) Presse (e) 174,179	.30	*.40	(I) (CanF, AP, BUP, UP) (*Sat.) (ROP-4) (†) (3¢,5¢Sat.)(20¢w)(C19-76) * (Note: 2 line rate.)	La Compagnie de Publication de La Presse, Ltée. Hon. P. R. Du Tremblay, Pres. (Note: Rate given is for Canadian edition only.)	Eugene Lamarche	Hervé Major Marcel Desjardins (sp)	Hon. P. Du Tremblay C. N. Hennessy (bm) J. O. Chatel (cm)	C. N. Hennessy J. P. Hogue (n) Jos. McGraw (cl)	André Chaput R. Lionais (ms)
	Saturday edition (Sat.) 204,294	...	...							
	Standard (Sat.) 149,265	.25	...	(I) (BUP, NANA, UP, AP, CanP, CDN) (*Sat.) (Color-Mag. 1-Roto-3) (10¢) (66-22) (Roto-Monotone rate: 50¢ a line.)	Montreal Standard Pub. Co., Ltd. J. G. McConnell, Pres.-Pub.	A. D. Dunton A. G. Gilbert (news-feat.)	C. Ballantyne A. W. O'Brien (sp)	W. N. Duckworth (secy-treas) A. D. Dunton (cm)	R. B. Gay W. D. Taylor (n)	L. Louthood(pm-apm) H. C. Jupp (act-ms)
	Star (e) 127,638	.185	.18	(I) (CanP, AP, BUP) (†) (3¢) (C15-22-66)	Montreal Star Co., Ltd. J. W. McConnell, Pres.-Pub.	A. J. West (me)	T. E. Murphy Basil O'Meara (sp)	H. G. Brewer A. E. Whiting (cm)	Bruce Campbell W. H. Watson (cl)	W. S. Eager (apm) H. C. Jupp(act-ms)
QUEBEC 180,000	Chronicle-Telegraph (e) 4,669	.04	.05	(I) (BUP) (J) (3¢, 18¢w) (C8-15)	Quebec Newspapers, Ltd. C. G. Dunn, Pres.	A. G. Penny	J. W. Brehaut T. Teakle (sp)	Y. A. Tessier (comptr) J. A. Walsh (cm)	J. A. Walsh (a-n)	P. Pucet (ms)
	L'Action Catholique (e) 68,332	.16	.12	(I) (BUP) (†) (J) (3¢, 18¢) (C14-C4)	L'Action Sociale, Ltd. Ern. Beaubien, Pres.	J. Eugene L'Heureux	Jacques Verreault P. Frenette (sp) J. T. Perron (Su)	Emile Castonguay A. Laliberté (cm)	Ph. Vezina	A. E. Vezina (ms)
	L'Evénement-Journal (m) 11,300	...	...	(L) (CanP) (†) (J) (3¢, 10½¢w) (C15-42)	Le Soleil, Ltée. Lt. Col. Henri Gagnon, Pres.	J. E. Barnard Irenée Masson	Irenée Masson E.Piché & A.Letarte(sp) Alf. Renaud (Su)	A. F. Mercier G. Art. Plante (bm) R. d'Anjou (cm)	Léo de Haitre (a-n) J. A. Morisset (cl)	D. Emond (ms)
	Le Soleil (e) 66,084	...	...							
	Combined daily (me) 77,384	.20	.70							
SHERBROOKE 37,269	(La) Tribune (e) 9,740	.05	.12	(CanP) (J) (3¢) (C18-15)	La Tribune, Ltée. Hon. Jacob Nicol, Pres.-Pub.	L. P. Robidoux C. E. Parrot	R. Bilodeau (sp)	Alphée Gauthier (gm-cm)	J. W. Stébenne	R. Blais (ms)
	Record (e) 9,229	...	...	(I) (CanP) (3¢, 18¢w) (none)	Sherbrooke Record Co., Ltd. John Bassett, Pres.-Pub.	J. K. Flaherty	Donald McMahon E. C. Jones (sp)	J. K. Flaherty (gm-bm) D. O. Carter (cm)	Walter H. Wood (a-n) D. Price (cl)	F. P. Kenalty (ms)

CIRCULATIONS, RATES AND PERSONNEL OF CANADIAN DAILIES—Continued

City Population	Name of Newspaper, Circulation	Minimum Adv. Line Rate: Nat.	Minimum Adv. Line Rate: Classified	Key See Footnote on Page 17	Publisher, Corporation and Name of President	Editor Managing Editor	City Editor Sports Editor Sunday Editor	General Manager Bus. Manager Circulation Man.	Adv. Manager Natl. Adv. Man. Classified Man.	Promotion Manager Adv. Prom. Man. Mech. Supt.
THREE RIVERS TROIS RIVIERES 41,312	(Le) Nouvelliste (e) 12,350	.06	...	(I) (CanP) (†) (J) (3¢) (C18-42)	La Cie de Pub. du Nouvelliste, Ltée. Hon. Jacob Nicol, Pres. Emile Jean, Pub.	Emile Jean	Raymond Dube Albert Gaucher (sp)	Emile Jean (bm) L. Paradis (cm)	C. A. St. Arnaud L. Savoie (cl)	L. P. Dion & E. Robert (foremen)

SASKATCHEWAN

City Population	Name of Newspaper, Circulation	Nat.	Classified	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Promotion Manager
MOOSE JAW 21,496	Times-Herald (e) 5,143	.05	.10	(I-L) (CanP) (J) (5¢ 20¢w) (54)	Times Co., Ltd. Thos. Miller, Pres.	Thos. Miller	F. J. Workman Murray Brown (sp)	Thomas Miller C. J. Broderick (bm) Adam Thomson (cm)	E. A. Dillon	Wm. Adair (ms)
PRINCE ALBERT 12,290	Herald (e) 3,476	.03	.12	(I) (CanP) (†) (J) (5¢, 20¢w) (none)	Herald Ptg. Co., Ltd. W. L. Davis, Pres.-Pub.	E. N. Davis	R. Robinson (sp)	W. G. Eagle (bm) R. Mutch (cm)	W. L. Davis	F. C. Backler (ms)
REGINA 58,245	Leader-Post (e) 32,180	.10	.13	(I-L) (CanP, UP) (†) (5¢, 20¢w) (C10-31)	Leader-Post, Ltd.	D. B. Rogers	W. Thompson D. Dryburgh (sp)	J. F. Sweeney (bm) T. R. Melville-Ness (cm)	W. C. Rice (a-n) H. R. Williams (cl)	J. Finlayson (ms)
SASKATOON 43,027	Star-Phoenix (e) 21,526	.09	.12	(I-L) (CanP) (ROP-1) (J) (5¢) (C10-31)	Star-Phoenix, Ltd. Victor Sifton, Pres.	J. S. Woodward	Eric Knowles (news) Chris. Smith (co) W. Riddell (sp)	R. M. Cantlon (bm) L. H. Maycock (cm)	Albert Hulme	A. Hulme H. E. Brown (ms)

NEWFOUNDLAND

City Population	Name of Newspaper, Circulation	Nat.	Classified	Key	Publisher	Editor	City Editor	General Manager	Adv. Manager	Promotion Manager
ST. JOHNS 40,000	News (m)	....	.043	(2¢) (none)		J. S. Currie		L. C. Currie		
	Telegram (e)	....	.045	(CanP) (J) (3¢) (none)	Eve. Telegram, Ltd. R. B. Herder, Pres.	C. E. A. Jeffrey R. B. Herder	A. H. Thomas (sp)		J. M. Herder	H. V. Tuff (ms)

MERCHANDISING PAPERS ISSUED BY DAILY NEWSPAPERS

ALABAMA

City	Paper	Issued by	Editor
Birminghamton	Merchandising News (m)	News & Age-Herald	

ARIZONA

City	Paper	Issued by	Editor
Prescott	Shopper	Courier	Henry C. Caron

ARKANSAS

City	Paper	Issued by	Editor
Little Rock	Retailer (m)	Arkansas Democrat	Jack W. Smith

CALIFORNIA

City	Paper	Issued by	Editor
Alameda	Advertiser (w)	Times-Star	Everett Johanness
Alhambra	Shopper (semi-w)	Post-Advocate	Clayton Ward
Hollywood	Wilshire-Valley Advertisers (w)	Citizen-News	
Los Angeles	Southwestern Merchant (e.o.m.)	Examiner	E. Lonsdale
Los Angeles	Dealer (m)	Herald-Express	Leta Mclaran
Los Angeles	Merchandiser (m)	Times	Don Taylor
Palo Alto	Review (w)	Times	Jack W. Broback
Porterville	Shopping News (w)	Recorder	H. W. Wood
Redondo	South Bay Advertiser (w)	Breeze	
San Francisco	Dealer Call-Bulletin (m)	Call-Bulletin	Geo. Thurtle
Stockton	Food Facts (w)	Record	Don Reid
Taft	Free Press (w)	Midway Driller	A. M. Keene
Woodland	The Mail of Woodland (w)	Democrat	Paul R. Leake

CONNECTICUT

City	Paper	Issued by	Editor
Bridgeport	Retailer (m)	Post-Telegram	L. R. Breen

DELAWARE

City	Paper	Issued by	Editor
Wilmington	Memos to Retailers (m)	News-Journal	Harry C. Harbison

ILLINOIS

City	Paper	Issued by	Editor
Bloomington	Retail Trade News (m)	Pantagraph	P. J. LaBounty
Chicago	Merchant (m)	News	Milton Hlava
Clinton	Community Shopper (w)	Journal & Public	R. C. Peltz
Peoria	Cooperation (m)	Journal-Transcript	R. A. Pratt

IOWA

City	Paper	Issued by	Editor
Burlington	Ad-O-Gram (w)	Hawk-Eye Gazette	Betty Bice
Cedar Rapids	Retail Sales Builder (quarterly)	Gazette	J. F. Hladky, Jr.

KENTUCKY

City	Paper	Issued by	Editor
Louisville	Trade News (m)	Courier-Journal & Times	F. D. Vanover
Paducah	Food News, Drug News (semi-m)	Sun-Democrat	E. H. Mammen

MASSACHUSETTS

City	Paper	Issued by	Editor
Medford	Messenger (w)	Mercury	J. Doherty
Worcester	Retail Ad-Viser (m)	Telegram-Gazette	M. S. Williams

MICHIGAN

City	Paper	Issued by	Editor
Ann Arbor	News Retailer's Bulletin	News	Geo. P. McCallum, Jr.
Detroit	News Booster (m)	News	Robert C. Rumsey
Grand Rapids	Retailer's Bulletin	Press	S. H. VanderMeer
Kalamazoo	Retailer's Bulletin	Gazette	A. H. Peck
Pontiac	Retailer's Bulletin (quarterly)	Press	Russell Bassett
Port Huron	Retailer (m)	Times Herald	N. W. Armstrong
Saginaw	Retailer's Bulletin (quarterly)	News	Sam Piacente

MINNESOTA

City	Paper	Issued by	Editor
Duluth	Ad-Viser (e.o.m.)	Herald & News-Tribune	Frank Webb
Mankato	Retailer's Review	Free Press	R. D. Sanche
St. Paul	Retailer's Bulletin (m)	Dispatcher-Pioneer Press	S. Harrington

MISSOURI

City	Paper	Issued by	Editor
Joplin	Trade Review (m)	Globe-News-Herald	J. J. McClellan

NEBRASKA

City	Paper	Issued by	Editor
Lincoln	Merchandiser	Journal	

NEW HAMPSHIRE

City	Paper	Issued by	Editor
Manchester	Retail Merchandiser (m)	Union-Leader	

NEW JERSEY

City	Paper	Issued by	Editor
Camden	Advertising News (m)	Courier-Post	H. L. Saylor

NORTH DAKOTA

City	Paper	Issued by	Editor
Fargo	Retailer's Bulletin (m)	Fargo Forum	Harry R. Hill
Grank Forks	Retailer	Herald	T. A. Evanson

OKLAHOMA

City	Paper	Issued by	Editor
Oklahoma City	Retail Times	Oklahoman	R. E. Chapman & Charles Neel
Tulsa	Merchant (every m)	Tribune & World	C. R. Larson

OREGON

City	Paper	Issued by	Editor
Corvallis	Shopper (w)	Gazette-Times	

PENNSYLVANIA

City	Paper	Issued by	Editor
Carbondale	Upper Valley Newspaper for Shoppers (w)	Leader	W. H. Conaughton
Sunbury	Our Own Backyard (m)	Item	J. Trevitt

RHODE ISLAND

City	Paper	Issued by	Editor
Providence	Trade-Aid Bulletin (m)	Journal & Bulletin	S. A. Moore

TEXAS

City	Paper	Issued by	Editor
Amarillo	Shopper (w)	Times	S. B. Whittenburg
Beaumont	Retailer (m)	Enterprise Journal	W. S. Robinson
Corpus Christi	Caller-Times (m)	Caller-Times	Pat Curry
El Paso	Food & Drug News	Times	Mrs. J. B. Osborne
Odessa	Advertiser (bi-m)	American	R. H. Shuffler
Paris	Northeast Texas Merchandiser (w)	News	Reagan Hurt
Sherman	Red River Valley Retailer (irreg.)	Democrat	E. M. Hampton
Temple	Central Texas Merchandiser (irreg.)	Telegram	Greneta Courtney

WASHINGTON

City	Paper	Issued by	Editor
Spokane	Business Building Bulletin (tri-annual)	Chronicle & Spokesman-Review	

WEST VIRGINIA

City	Paper	Issued by	Editor
Charleston	Merchandising Messenger (irreg.)	Gazette	W. E. Grose

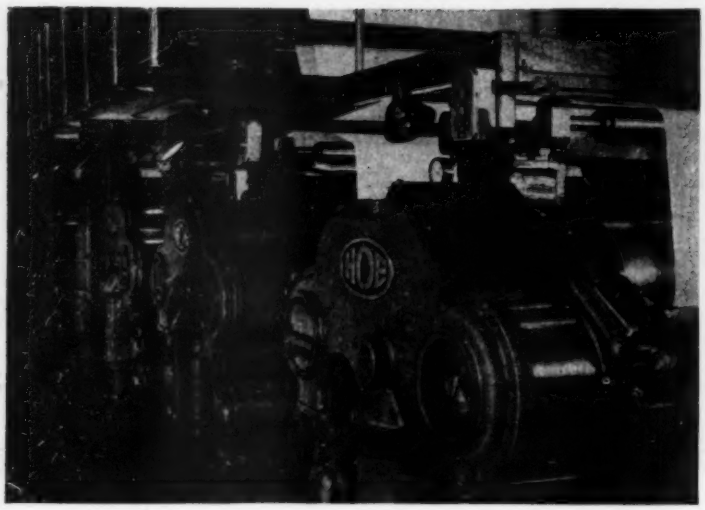
WISCONSIN

City	Paper	Issued by	Editor
Fond du Lac	Ad-Ver-Tiser (w)	Commonwealth Reporter	Roland Martin
Milwaukee	Retail Journal (e.o.m.)	Journal	R. Trowbridge
Milwaukee	Sentinel Retailer (quarterly)	Sentinel	Charles Collins

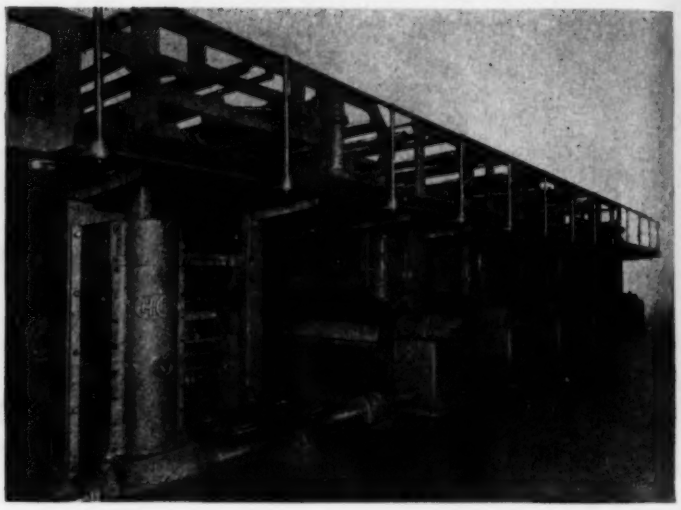
DOMINION OF CANADA

City	Paper	Issued by	Editor
Edmonton	Calender (m)	Journal	
Calgary	Merchandiser (m)	Herald	Allen H. Bill
Vancouver	The Co-operator (m)	Sun	A. H. Middleton
Vancouver	Rational Retailer	News-Herald	F. Rex Werts

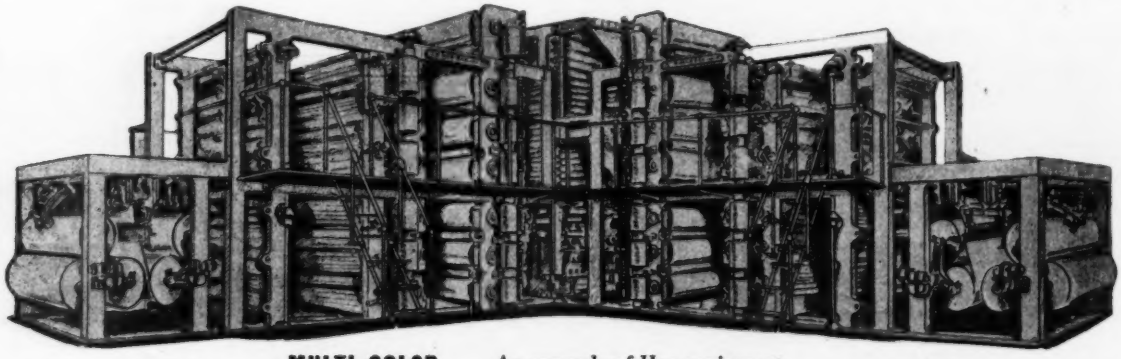
It's *Super-Production*



NEWSPAPER This Arched-type Hoe Super-Production Newspaper Press embodies the most advanced features of design and is in widespread use by newspapers of both North and South America.

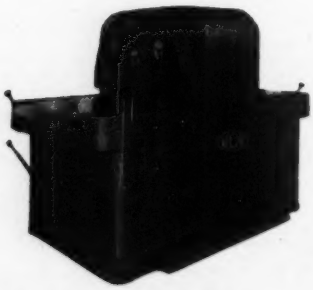


ROTOGRAVURE The popular rotogravure section of most newspapers, both one-color and multi-color, is produced by Hoe Super-Production Rotogravure Presses.



MULTI-COLOR An example of Hoe equipment used to print color supplements and comic sections of newspapers is this world's largest press of its type consisting of 26 units.

HYDRAULIC MAT ROLLER
Modern streamlined machine for production of stereotype matrices by hydraulic pressure.



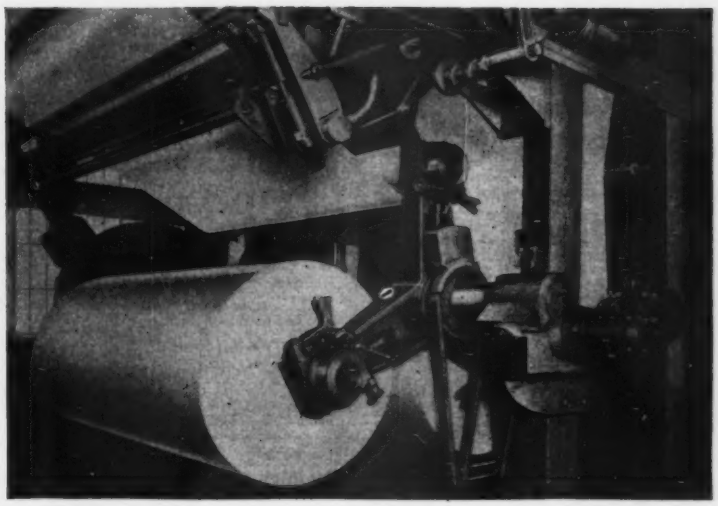
MONARCH MAT ROLLER
Hundreds of plants are producing their stereotype matrices on the Monarch II Mat Roller.

R. HOE & CO., INC., 910 E. 138

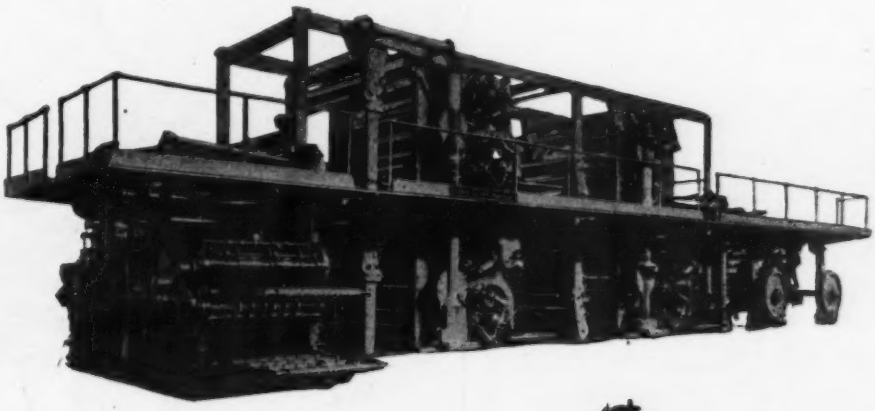
BOSTON **CHICAGO** **BIRMINGHAM**

with HOE equipment

WEB FEED OFFSET This 4-unit Hoe Web Perfecting Offset Press, operating smoothly at 15,000 revolutions per hour, produces a 16-page standard size newspaper with any combination of 4 colors on every page.

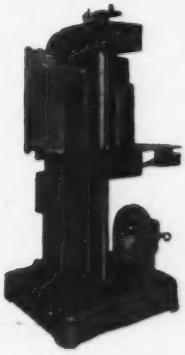


REELS—TENSIONS—PASTERS Continuous production without stopping or slowing down the press for paper-roll changes is made possible by this advanced combination of Hoe Reel, Electric Tension and Full-Speed Paster.



MAGAZINE
Many of the country's leading periodicals are produced on Hoe Super-Production Magazine Presses of this type which produce 40,000 32-page signatures in one hour.

FLAT PLATE SHAVER
For accurate shaving of flat plates to a uniform thickness.



VERTICAL PLATE CURVER
For accurate curving of plates used on cylinder presses.

STREET, NEW YORK, N. Y.

SAN FRANCISCO

ARMY E NAVY
Award For High Achievement

NEWSPAPER SPECIAL REPRESENTATIVES—UNITED STATES

Following is a list of newspaper advertising representatives in the United States. The key numbers relate to corresponding numbers showing in the newspaper and personnel lists:

A

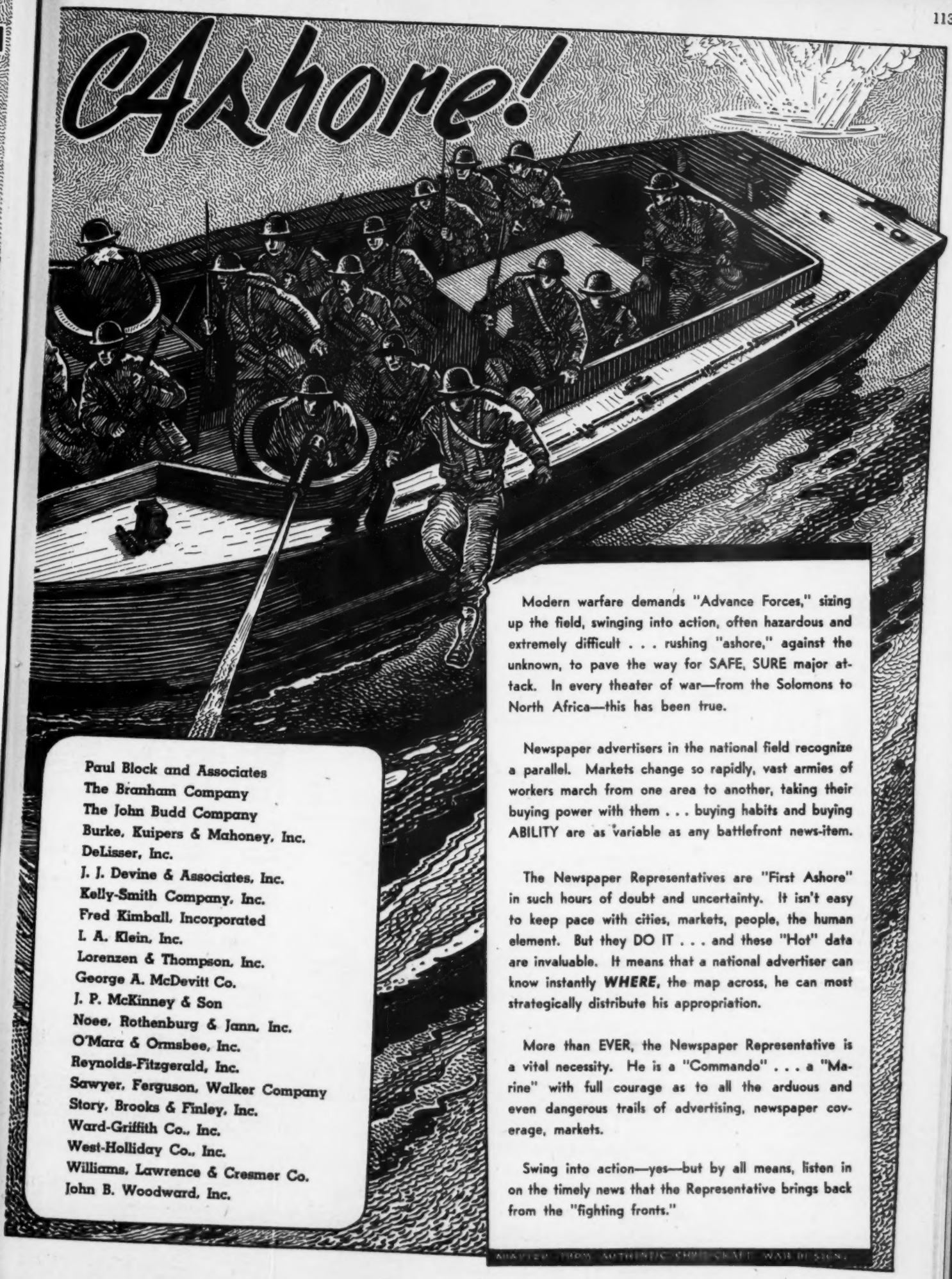
	Name of Representative	City	Street Address	Office Manager
1	Allen-Klapp Co	Chicago	540 N. Michigan Ave.*	
	A. W. Allen, Pres.	Detroit	530 New Center Bldg	R. A. Crooks
	T. L. J. Klapp, Jr., G. M.	New York	551 Fifth Ave	J. Earl Shea, Sr.
1A	Alaska Newspapers, Inc	Seattle	1411 Fourth Ave. Bldg	Thomas L. Emory
2	Alleva, John J	Philadelphia	1218 Chestnut St	
3	Ambrose, Joseph V	New York	521 Fifth Ave	J. V. Ambrose
	(St. Louis Post Dispatch)			
4	American Press Association	New York	225 West 39th St.*	
	John H. Perry, Pres.	Atlanta	663 Blv'd. N. E.	E. J. Hayes
	Charles B. Emde, G. M.	Chicago	122 S. Michigan Ave	F. W. Thurnau
		Detroit	7338 Woodward Ave	James J. Higgins
		Philadelphia	1524 Chestnut St	M. S. Lewin
5	Anderson Special Agency	Chicago	35 East Wacker Drive*	
	C. J. Anderson, Pres.-G. M.	New York	441 Lexington Ave	Ralph R. Mulligan
	Angier, N. L	Atlanta	161 Spring St	
	Arkansas Dailies, Inc	Chicago	400 N. Michigan Ave	T. B. H. Bolle
	C. E. Palmer, Pres.	New York	292 Madison Ave	Ronald C. Schmitz
	Ken W. Howard, G. M.	Detroit	2842 W. Grand Blvd	Leslie L. Parker
		Oklahoma City	314 Terminal Bldg	C. H. Bryson
		Memphis	1602 Sterrick Bldg	Harold J. Morris
		New Orleans	722 Union St	Clinton Bridgeman
8	Arthur, Wilbur A	New York	9 Rockefeller Plaza	
	(Chicago Daily News)			

B

9	Bartlett, F. A	Seattle	1423 Joseph Vance Bldg	
	F. A. Bartlett, G. M.			
10	Bell, Tilton S	Boston	Old South Bldg	
11	Best, Hil F	Detroit	131 Lafayette St.*	
	Hil F. Best, G. M.	Chicago	540 N. Michigan Ave	G. S. Sheehan
12	Bidwell Co., R. J	San Francisco	681 Market St.*	
	R. J. Bidwell, Pres.	Los Angeles	1031 South Broadway	Murray Bothwell
		New York	247 Park Ave	Harry Griffith
		Chicago	Wrigley Bldg	F. F. Parsons
		Detroit	General Motors Bldg	Harry Pollard
13	Birch, R. J. & Co	San Francisco	360 Montgomery St.*	
	R. J. Birch, G. M	Los Angeles	607 South Hill St	J. V. Fisler
14	**Block, Paul & Associates**	New York	400 Madison Ave.*	
	Herbert W. Moloney, Pres.	Chicago	Palmolive Bldg	John H. Lederer
	Cornelius A. Regan, G. M.	Los Angeles	Chamber of Commerce Bldg.	Karl Shull
		San Francisco	Monadnock Bldg	Wm. J. Schmitt
		Philadelphia	1420 Walnut St	W. H. Foster
		Boston	Little Bldg	H. W. Taylor
		Seattle	1411 Fourth Ave	Thos. L. Emory
		Detroit	General Motors Bldg	Carl F. Sitta
15	Bogner & Martin	New York	295 Madison Ave.*	
	P. Joseph Bogner, partner	Chicago	540 N. Michigan Ave	Frank R. Back
	John P. Martin, partner			
16	Boone Organization, Rodney E.	New York	959 Eighth Ave.*	
	Rodney E. Boone, Pres.	New York		H. W. Beyea & H. J. Gediman (Eastern Group)
	William G. Hobson, G. S. M.			E. N. Chalfant (Pacific Coast Group)
		Boston	554 New England Press Bldg	L. F. Bernard
		Baltimore	Commerce & Pratt Sts	W. J. Dundon
		Philadelphia	1400 South Penn Sq	M. B. Holmes
		Chicago	1029 Hearst Square	Earl F. Glenn (Eastern Group), W. E. Peters (Pacific Coast Group)
		Detroit	12-226 General Motors Bldg.	F. W. Richardson (Eastern Group), J. D. Burke (Pacific Coast Group)
		Pittsburgh	1500 Gulf Bldg	R. M. Hutchinson
		Los Angeles	420 Petroleum Bldg	F. S. Payne
		San Francisco	710 Hearst Bldg	F. C. Wheeler
		Seattle	803 Textile Tower	M. L. Appelgate
17	**Branham Co., The**	Chicago	360 N. Michigan Ave.*	
	John Fetrie, Pres.	Chicago	360 N. Michigan Ave	E. F. Corcoran, V. P., L. S. Greenberg
	E. F. Corcoran, V. P.			
	Fred P. Mots, V. P.	New York	230 Park Ave	Fred P. Mots, V. P., M. H. Long, V. P.
	M. H. Long, V. P.			
		Atlanta	Rhodes Haverty Bldg	J. B. Keough
		Dallas	Texas Bank Bldg	A. J. Putman
		Detroit	General Motors Bldg	H. A. Anderson
		Charlotte	Commercial National Bank Bldg	H. L. Ralls
		St. Louis	Arcade Bldg	J. S. McCauley
		Kansas City	Board of Trade Bldg	George F. Dillon
		San Francisco	5 Third St	George D. Close
		Los Angeles	448 S. Hill St	J. H. Hornung
		Seattle	858 Empire Bldg	A. G. Neits
		Memphis	1018 Sterick Bldg	S. L. Nichols
17A	Brewster, Wm. E	Chicago	330 N. Michigan Ave	
17B	Brown, Clyde E	Los Angeles	704 S. Spring St	
18	**Budd Co., The John**	New York	420 Lexington Ave.*	
	Sylvester Blish, Pres. & G. M.	Chicago	Tribune Tower	J. A. Kowalski, V. P.
		Dallas	Republic Bank Bldg	J. A. Crouse
		Atlanta	Healey Bldg	M. P. Martin
		San Francisco	Mills Bldg	S. H. Williams
		Los Angeles	1031 So. Broadway	Murray Bothwell
		Seattle	Lloyd Bldg	J. C. Allison
19	**Burke, Kuipers & Mahoney, Inc**	New York	420 Lexington Ave.*	
	C. A. G. Kuipers, Pres.	New York	420 Lexington Ave	C. W. Beller
		Chicago	203 No. Wabash Ave	C. A. G. Kuipers
		Dallas	807 Southwestern Life Bldg.	A. W. Howe
		Oklahoma City	558 First National Bank Bldg	C. M. Linteeum
		Atlanta	1220 Rhodes-Haverty Bldg	Mrs. A. S. Grant
20	Burns Fred D.	Cincinnati	8th & Broadway*	
	(Cincinnati Times-Star)	Chicago	333 No. Michigan Ave	Fred D. Burns, Western Mgr.
	Hulbert Taft, Pres.			
	George Fries, G. M.	New York	60 East 42nd St	Martin L. Marsh, Eastern Rep.
		Chicago	435 N. Michigan Ave	John E. Lutz, Pacific Coast Rep.

C

21	Capper Publications	Topeka	8th & Jackson Sts.*	
	Arthur Capper, Pres.	New York	420 Lexington Ave	Philip Zach
	H. S. Blake, G. M.	Chicago	180 N. Michigan Ave	Frank X. Gaughen
		San Francisco	1207 Russ Bldg	W. B. Flowers
22	Carroll, Dan A	New York	110 E. 42nd St	
23	Clark, George	Seattle	Lloyd Bldg	
24	Clark Company, Inc., Thomas F.	New York	205 E. 42nd St.*	
	Thomas F. Clark, Sr., Pres. & G. M.	Atlanta	Grant Bldg	Robert Watkins
		Chicago	307 N. Michigan Ave	Thomas F. Clark, Jr.
25	Clarke, E. W.	Chicago	30 N. LaSalle St	
	Springfield (Mass.) Newspapers			
25A	Celdon & Associates	New York	366 Madison Ave.*	
	Lin Celdon, G. M.	Charlotte	Herald Press Bldg	Dick Brown
26	Close, George D., Inc.	San Francisco	5 Third St.*	
	George D. Close, Pres. & G. M.	Los Angeles	448 So. Hill St	John H. Hornung
		Seattle	858 Empire Bldg	Arthur G. Neits
		Chicago	307 N. Michigan Ave	E. E. Phipps
		New York	250 Park Ave	John D. Brewer
		Boston	80 Boylston St	J. G. Gavin



Modern warfare demands "Advance Forces," sizing up the field, swinging into action, often hazardous and extremely difficult . . . rushing "ashore," against the unknown, to pave the way for SAFE, SURE major attack. In every theater of war—from the Solomons to North Africa—this has been true.

Newspaper advertisers in the national field recognize a parallel. Markets change so rapidly, vast armies of workers march from one area to another, taking their buying power with them . . . buying habits and buying ABILITY are as variable as any battlefront news-item.

The Newspaper Representatives are "First Ashore" in such hours of doubt and uncertainty. It isn't easy to keep pace with cities, markets, people, the human element. But they DO IT . . . and these "Hot" data are invaluable. It means that a national advertiser can know instantly ***WHERE***, the map across, he can most strategically distribute his appropriation.

More than EVER, the Newspaper Representative is a vital necessity. He is a "Commando" . . . a "Marine" with full courage as to all the arduous and even dangerous trails of advertising, newspaper coverage, markets.

Swing into action—yes—but by all means, listen in on the timely news that the Representative brings back from the "fighting fronts."

Paul Block and Associates
The Branham Company
The John Budd Company
Burke, Kuipers & Mahoney, Inc.
DeLisser, Inc.
J. J. Devine & Associates, Inc.
Kelly-Smith Company, Inc.
Fred Kimball, Incorporated
I. A. Klein, Inc.
Lorenzen & Thompson, Inc.
George A. McDevitt Co.
J. P. McKinney & Son
Noee, Rothenburg & Jann, Inc.
O'Mara & Ormsbee, Inc.
Reynolds-Fitzgerald, Inc.
Sawyer, Ferguson, Walker Company
Story, Brooks & Finley, Inc.
Ward-Griffith Co., Inc.
West-Holliday Co., Inc.
Williams, Lawrence & Cresmer Co.
John B. Woodward, Inc.

ADAPTED FROM AUTHENTIC SHIP-SHAPE WAR DESIGN

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

(*Continued from page 112*)

	Name of Representative	City	Street Address	Office Manager
27	Conklin and Woodward	Chicago	400 N. Michigan Ave	A. J. Irvin
	John B. Woodward, Chairman of the Board	New York	110 E. 42nd St	Leonard L. Marshall
	Leonard L. Marshall, Pres. & G. M.	Detroit	New Center Bldg	D. A. Jansen
	Roy L. Rubel, V. P.	San Francisco	Russ Bldg	Edward S. Townsend
		Los Angeles	Park Central Bldg	Leo Wilson
28	Cortes, George A	New York	512 Fifth Ave.*	
	George A. Cortes, Pres. & G. M.			
28A	Coulson, Leonard W	Los Angeles	650 S. Grand St	
29	Creel, Allan W	New York	15 E. 40th St	
30	Cullen Co., John W	Chicago	230 N. Michigan Ave.*	
	John W. Cullen, Pres.	Chicago	230 N. Michigan Ave	G. E. Gilbertson
	John W. Cullen, Jr., G. M.	New York	630 Fifth Ave	H. B. Gramm
		Cleveland	559 Hippodrome Ave	E. O. Wayne
		Columbus	40 S. Third St	John W. Cullen, Jr.

D

31	DeClerque, Inc., Henry	Chicago	435 N. Michigan Ave.*	
	E. C. DeClerque, Pres.	New York	12 E. 41st St	A. W. DeClerque
	Harry H. DeClerque, G. M.	San Francisco	5 Third St	George D. Close
		Los Angeles	449 S. Hill St	Jack Hornung
		Seattle	The Empire Bldg	Arthur G. Neitz
32	DeLisser, Inc	New York	11 E. 44th St.*	
	William F. Gallagher, Pres.	Philadelphia	1421 Chestnut St	Ralph H. Steen
	William T. Moles, G. M.	Chicago	180 N. Michigan Ave	W. J. Fitzpatrick, Jr.
		Atlanta	613 Rhodes-Haverty Bldg	J. C. Wilson
33	Dematthew, Joseph M	New York	11 W. 42nd St	
34	Devine & Associates, Inc., J. J	New York	415 Lexington Ave.*	
	J. J. Devine, Pres. & G. M.	Atlanta	663 Boulevard N. E	K. E. Hayes
		Chicago	307 N. Michigan Ave	R. Merlin Weed
		Philadelphia	Lincoln-Liberty Bldg	Ed. Felker
35	Dougan & Bolle	Chicago	400 N. Michigan Ave	
	J. R. Dougan, Partner	New York	292 Madison Ave	Ronald C. Schmitz
	T. B. H. Bolle, Partner	Detroit	2842 W. Grand Blvd	L. L. Parker

E

35A	Elsbner, Budd S	Philadelphia	22nd & Arch Sts.*	
	Lee Elbmaker, Pres. & G. M.	New York	11 W. 42nd St	Jos. M. Dematthew
		Chicago	605 N. Michigan Ave	Virgil Malcher
		Los Angeles	816 W. 5th St	Don Harway
36	Emory, Thomas L	Seattle	1411 Fourth Ave. Bldg	

F

37	Farley, Robert S	New York	114 Liberty St	
38	Fitzpatrick, Keene	San Francisco	155 Montgomery St	
	Keene Fitzpatrick, Pres.			
38A	William Fitzpatrick, Jr	New York	11 E. 44th St.*	
	William F. Gallagher, Pres.	Chicago	180 N. Michigan Ave	W. J. Fitzpatrick, Jr.
	William T. Moles, G. M.	Philadelphia	1421 Chestnut St	Ralph H. Steen
		Atlanta	613 Rhodes-Haverty Bldg	J. C. Wilson
39	Flagler, E. E.	New York	220 E. 42nd St.*	
	(Western Adv. Mgr.)	Chicago	435 Michigan Ave	Elmer E. Flagler
	J. M. Patterson, Pres.			
	Roy C. Hollins, G. M.			
40	Fralick & Bates, Inc	(See Small, Brewer & Kent)		

G

41	Geissinger, Roger J	Los Angeles	610 S. Broadway	
	Roger J. Geissinger, G. M.			
42	Gilman, Nicoll & Ruthman	New York	19 W. 44th St.*	
	Louis Gilman, G. M.	Chicago	400 N. Michigan Ave	A. G. Ruthman
		Boston	18 Tremont St	J. Stanley Pratt
		Philadelphia	411 E. Gorgas St	Howard W. Oman
		San Francisco	525 Market St	Louis J. Rubin
42A	Gleun, E. F	Chicago	1029 Hearst Square Bldg	
43	Grandin, Victor S	Palm Beach	Palm Beach*	
	Oscar G. Davies, Pres.	New York	551 Fifth Ave	Victor S. Grandin
	Ruby Edna Pierce, G. M.			
44	Grant, A. S	Atlanta	1601 Rhodes-Haverty Bldg	
	A. S. Grant, G. M.			
45	Greater Weeklies Division American Press Association	New York	225 W. 39th St.*	
	Claude G. Brodbecker, G. M.	Chicago	122 S. Michigan Ave	F. W. Thurnau
		Detroit	7338 Woodward Ave	J. J. Higgins
		Atlanta	633 Boulevard N. E	E. J. Hayes
		Philadelphia	1524 Chestnut St	M. S. Lewin
46	Greeley & Associates, J. W	Seattle	605 Stewart St	
	J. W. Greeley (owner)			

H

47	Hagg & Associates, Inc. Arthur H	Chicago	360 N. Michigan Ave.*	
	Arthur H. Hagg, Pres.	New York	366 Madison Ave	P. A. Broderick
		Denver	1862 Wazee St	J. W. Perry
		Omaha	1626 City Nat'l Bank Bldg	Junie Pearce
47A	Hartley Newspapers	Columbus	2465 Broad St	
	C. Carlton Hartley, Pres.			
48	Harway & Company, Don	San Francisco	155 Montgomery St	
49	Henriques, P. L	Chicago	435 Michigan Ave	
50	H. H. Newspaper Group	L. I. City, N. Y.	1 Star Square	
51	Higgins, James J	Detroit	7338 Woodward Ave	
52	Hitchings & Co., Robert	Philadelphia	12 S. 12th St.*	
	Robert Hitchings, G. M.			
53	Hoffman, Irving M., Inc	New York	292 Madison Ave	
54	Hopewell, George T	New York	101 Park Ave.*	
	George T. Hopewell, G. M.	Chicago	75 E. Wacker Drive	E. J. Powers
55	Howland & Howland, Inc	New York	393 Seventh Ave	
	A. W. Howland, Pres.	Chicago	360 N. Michigan Ave	Mrs. Wm. M. Fleischman, Jr.

I

55A	Illinois Daily Newspaper Markets	Springfield, Ill.	401-2-3 Leland Office Bldg	
	F. Ward Just, Pres.			
	Paul L. Gorham, G. M.			
56	Inland Newspaper Representatives Inc	Chicago	640-642 Wrigley Bldg.*	
	Arthur W. Cooley, Pres. & G. M.	St. Louis	Security Bldg	Carl Schulenburg
		New York	512 Fifth Ave	S. B. Brigham
		Omaha	201 Sunderland Bldg	James Austin
56A	Iowa Press Association	Des Moines	404-A Shops Bldg	
	James W. McCutcheon, Pres.			
	I. C. Kartack, A. M.			

J

57	Jacobs Jewish Market Organization	New York	6 E. 46th St	
	Joseph Jacobs, Pres.			
	Morris Unger, G. M.			

K

58	Katz Agency, The	New York	500 Fifth Ave.*	
	George R. Katz, Pres.	Chicago	307 N. Michigan Ave	Gerald H. Gunst
	George W. Brett, G. M.	Detroit	General Motors Bldg	Ralph Bateman
		Kansas City	Bryant Bldg	Gordon Gray
		Atlanta	22 Marietta St. Bldg	Fred M. Bell
		Dallas	Republic Bank Bldg	Frank Brimm
		San Francisco	Monadnock Bldg	Richard A. Railton
59	Keator, A. R	Chicago	8 S. Dearborn St	
	A. R. Keator, Pres. & G. M.			
60	Kelly-Smith Co	New York	420 Lexington Ave.*	
	Frank W. Miller, Pres.	Chicago	180 N. Michigan Ave	M. C. Rogers
	James E. Mullins, G. M.	Philadelphia	260 S. Broad St	Fred D. Stahl
		Boston	Waterman Bldg	Jos. W. Cummings
		Atlanta	Glenn Bldg	Joel C. Harris, Jr.
		Detroit	New Center Bldg	M. O. McGuineas
		San Francisco	300 Montgomery St	Ralph W. Mitchell
61	Kennedy Company, The	New York	420 Lexington Ave.*	
	M. H. Greenwald, Pres. & G. M.	Atlantic City	1106 Atlantic Ave	M. H. Greenwald
62	Kimball, Inc., Fred	New York	67 W. 44th St.*	
	Frederic A. Kimball, Pres.	Philadelphia	800 Bailey Bldg	John J. Alleva
	Charles A. Bottinelli, G. M.	Detroit	Transportation Bldg	Hil F. Best
		Chicago	540 N. Michigan Ave	Hil F. Best
63	King, H. N	Chicago	435 N. Michigan Ave	
63a	Kirkpatrick, A. W	Boston	80 Federal St	
64	Klein, Inc., I. A	New York	50 E. 42nd St	
	I. A. Klein, Pres.			
64A	Kohnfelder, Norman R	Hoboken	111 Newark St	
	Hoboken (N. J.) Jersey Observer			
	Fred A. Seide, Pres.			
	A. L. Kohnfelder, G. M.			

L

65	Lorenzen & Thompson, Inc	Chicago	333 N. Michigan Ave.*	
	Gen. A. F. Lorenzen, Pres.	New York	28 W. 44th St	H. G. Schryver
	C. G. Shannon, G. M.	San Francisco	Bank of America Bldg	R. J. Birch
		Los Angeles	607 S. Hill St	J. V. Fisher
		Kansas City	1004 Baltimore Ave	Herman Petras
		St. Louis	915 Olive St	Fred Wright
		Cincinnati	Keith Bldg	H. W. Haskett
		Atlanta	663 Boulevard, N. E	E. J. Hayes
66	Luts, John E	Chicago	435 N. Michigan Ave	

M

67	Malcher Company, Virgil	Chicago	605 N. Michigan Ave	Virgil Malcher
68	Marsh, Martin L	New York	60 E. 42nd St	
	(Eastern manager)			
	(Cincinnati Times-Star)			
69	Mathews Special Agency, The Julius	New York	400 Madison Ave.*	
	Julius Mathews, Pres.	Boston	38 Newbury St	Charles S. Dunham
	William E. Foster, G. M.	Chicago	203 N. Wabash Ave	Harold M. Tveter
		Detroit	2457 Woodward Ave	Robert M. Partridge
		Syracuse	403 Breakspear Rd	Philip G. Daniels
69A	McCarney Organization, The R. W	Philadelphia	810 W. Erie Ave	
	R. W. McCarney, Pres. & G. M.			
69b	McCoy, Eugene V	Chicago	333 N. Michigan Ave	
70	McDevitt Co., George A	New York	444 Madison Ave.*	
	George A. McDevitt, Pres. & G. M.	Chicago	Palmolive Bldg	Henry A. Slamin
		Detroit	New Center Bldg	Jesse F. Spencer
		Boston	Statler Bldg	John J. McCarthy
		Philadelphia	12 S. 12th St	John F. Skelly, Jr.
71	McKinney & Sons, J. P	New York	30 Rockefeller Plaza*	
	R. H. McKinney, Pres.	Chicago	400 N. Michigan Ave	Charles D. Buddle
		San Francisco	681 Market St	R. J. Bidwell
71A	Meeker, Robert	New York	512 Fifth Ave	
	Lancaster (Pa.) Newspapers, Inc.)			
71B	McKittrick, C. E	Chicago	Tribune Tower*	
	H. A. Stretch (Philadelphia Inquirer	New York	220 E. 42nd St	
	C. E. McKittrick (Chicago Tribune))	San Francisco	155 Montgomery St	
		Chicago	Tribune Tower	
72	Mid-South Dailies	Memphis	1601 Sterick Bldg.*	
	C. E. Palmer, Pres.	Memphis	1601 Sterick Bldg	Harold J. Morris
	Ken W. Howard, G. M.	New York	292 Madison Ave	Ronald C. Schmitz
		Chicago	400 N. Michigan Ave	Ted. Bolle
		Detroit	2842 W. Grand Blvd	Leslie Parker
		Oklahoma City	Terminal Bldg	C. H. Bryson
		New Orleans	722 Union St	Clinton Bridgeman
73	Mines Company, Barry T	New York	25 E. 26th St.*	
	Barry T. Mines, Pres.			
	Martin Calbert, G. M	Chicago	123 W. Madison St	Harry B. Boardman
		Philadelphia	12 S. 12th St	Robert Hitchings
		Baltimore	306 North Gay St	Kenneth L. Upperoue
		Memphis	1601 Sterick Bldg.*	Harold J. Morris
		Chicago	400 N. Michigan Ave	T. B. H. Bolle
		New York	292 Madison Ave	Ronald C. Schmitz
		Detroit	2842 W. Grand Blvd	Leslie Parker
		New Orleans	722 Union St	Clinton Bridgeman
		Oklahoma City	Terminal Bldg	Cliff Bryson
74	Mississippi Dailies	Columbia	220 Walter Williams Hall*.	
	C. E. Palmer, Pres.	St. Louis	915 Olive St	Fred Wright
	K. W. Howard, G. M.			
75A	Missouri Press Association			
	O. J. Ferguson, Pres			
	H. R. Long, G. M.			
75	Mortell, Jr., Thomas F. (Chicago Journal of Commerce)	Chicago	12 E. Grand Ave.*	
	John D. Ames, Pres.	New York	15 William St	Thomas F. Mortell, Jr.
	Philip P. Page, G. M.			
76	Morton Company, William J	New York	200 Fifth Ave.*	
	Meriel Morton, Pres.	Chicago	Wrigley Bldg	T. M. Weber
	J. L. Hoey, G. M.			
77	Mulligan, Ralph R	New York	441 Lexington Ave.*	
	Ralph P. Mulligan, G. M.	Chicago	35 E. Wacker Drive	C. J. Anderson
	E. McLaughlin	Dallas	Allen Bldg	John C. Leisnir, Jr.
77a	Munro, George E	New York	510 Fifth Ave	

N

78	Neville & Associates, William	Philadelphia	900 Lincoln Liberty Bldg	
	William H. H. Neville, Pres. 3rd			
	Edward E. Felker, M. G.			
79	Newspaper Associates, Inc	New York	205 E. 42nd St.*	
	Thomas F. Clark, Sr., Pres. & G. M.	Chicago	307 N. Michigan Ave	Thos. F. Clark, Jr.
80	New Jersey Newspapers, Inc	New York	25 E. 26th St.*	
	Barry T. Mines, Pres.			
	Martin Calbert, G. M.	Philadelphia	12 S. 12th St	Robert Hitchings
		Chicago	123 W. Madison St	Harry B. Boardman
		Baltimore	306 N. Gay St	Kenneth L. Upperoue
		Jersey City	343 Sherman Ave	Francis Schaefer
81	Nixon Newspapers, Inc	Wabash	Plain Dealer Bldg	
	Eugenia H. Honeywell, Pres.			
	B. P. Allen, G. M.			
82	Noee, Rothenburg, & Jann., Inc	Chicago	360 N. Michigan Blvd*	Henry C. Jann
	Grover V. Rothenburg, Pres.	New York	366 Madison Ave	Vincent J. Kelly
		San Francisco	111 Sutter St	A. S. Babcock
		Atlanta	323 Palmer Bldg	Jack Collins, Jr.
		Detroit	360 N. Michigan Blvd	C. H. Marvin
82A	Northwest Daily Press Association	Minneapolis	Palace Bldg	

O

83	Obenauer, V. J., Jr	Jacksonville	201 St. James Bldg.*	
	Florida Select List	Tampa	P. O. Box 801	J. H. Hampton
	V. J. Obenauer, Jr., G. M.			
84	O'Mara & Ormsbee, Inc	New York	270 Madison Ave.*	
	E. C. Trowbridge, Pres	Chicago		Kenneth Dennett
	L. H. Brownholtz, Mgr.	San Francisco		J. Rafe Daig
		Los Angeles		John W. Eggers
85	Osborn, Scolaro, Meeker & Co. (partners)	Chicago	360 N. Michigan Ave.*	
	Guy S. Osborn, Chicago	New York	270 Madison Ave	Frank Meeker
	Frank Meeker, New York	Detroit	8-242 General Motors Bldg	Jos. R. Scolaro
	J. R. Scolaro, Detroit	St. Louis	205 Globe Democrat Bldg	C. A. Cour

NEWSPAPER ADVERTISING REPRESENTATIVES IN UNITED STATES

(Continued from page 114)

	Name of Representative	City	Street Address	Office Manager
	P			
86	Paterson, H. A.	Chicago	410 N. Michigan Ave.	
86A	Payne, F. S.	Los Angeles	420Petroleum Bldg.	
87	Perry Associates, John H.	New York	310 E. 45th St.*	
	John H. Perry, Pres.	Chicago	122 S. Michigan Ave.	O. J. Ranft
	William E. Dermas, G. M.	Detroit	7338 Woodward Ave.	J. J. Higgins
		Atlanta	700-101 Marietta St. Bldg.	R. S. Kendrick
		Philadelphia	12 S. 12th St.	Robert Hitchings
88	Powers & Co., E. J.	Chicago	75 E. Wacker Drive	
	E. J. Powers, Pres.			
88a	Prussing, H. J.	Chicago	418 S. Market St.	
	R			
89	Randall & Co., D. J.	New York	28 W. 44th St.*	
	D. J. Randall, Pres.	Chicago	333 N. Michigan Blvd.	E. F. Lorenzen
	D. J. Randall, Jr., G. M.	Atlanta	663 Blvd., N. E.	E. J. Hayes
90	Reynolds-Fitzgerald, Inc.	New York	515 Madison Ave.*	
	Harry D. Reynolds, Pres.	Chicago	360 N. Michigan Ave.	John T. Fitzgerald
		Detroit	5-250 General Motors Bldg.	Richard T. Healy
		Philadelphia	1734 Land Title Bldg.	L. W. Turck
		San Francisco	58 Sutter St.	Judson H. Carter
		Los Angeles	117 W. Ninth St.	Charles E. Fisher
91	Reynolds, Norman K.	Boston	89 State St.	
92	Ridder-Johns, Inc.	New York	342 Madison Ave.*	
	William F. Johns, Pres.	Chicago	Wrigley Bldg.	William F. Johns
	Edwin S. Vogel & Jerrold W. Lundahl, G. Mgrs.	Detroit	Penobscot Bldg.	A. H. Olsen
		St. Paul	55 E. Fourth St.	Glenn Ladd
	S			
93	Sawyer-Ferguson-Walker Co.	Chicago	333 N. Michigan Ave.*	
	J. L. Ferguson, Pres.	New York	60 E. 42nd St.	J. L. Ferguson
		Detroit	New Center Bldg.	Clark Stevens
		Atlanta	161 Spring St., N. W.	Nedom L. Angier
94	Scheerer & Co.	Chicago	35 E. Wacker Drive*	Paul V. Elaberry
		New York	441 Lexington Ave.	Ralph R. Mulligan
95	Scripps-Howard Newspapers	New York	230 Park Ave.*	B. R. Goodwillie
				H. H. MacLean (Retail Stores Div.)
	National Advertising Dept.	Chicago	400 N. Michigan Ave.	W. A. Daniels
				D. L. Perry (Retail Stores Div.)
	Don. D. Patterson, Pres. & G. M.	Memphis	936 Sterick Bldg.	Frank Moore
		Detroit	General Motors Bldg.	J. B. Jones
		Philadelphia	260 S. Broad St.	G. H. Reichard
		San Francisco	814 Mission St.	S. L. Stanley
96	Sherwood, Harold B.	New York	220 E. 42nd St.*	
	J. M. Patterson, Pres.	Chicago	Tribune Tower	E. E. Flagler
	R. C. Hellies, G. M.	San Francisco	155 Montgomery St.	Keene Fitzpatrick
97	Small, Brewer & Kent, Inc.	New York	250 Park Ave.*	
	John Brewer, Pres. & G. M.	Chicago	307 N. Michigan Ave.	E. E. Phipps
		Boston	80 Boylston St.	J. G. Gavin
		San Francisco	5 Third St.	Geo. D. Close
		Los Angeles	448 S. Hill St.	J. H. Hornung
98	Southwest Dailies	Memphis	1601 Sterick Bldg.*	K. W. Howard
	C. E. Palmer, Pres.	Oklahoma City	Terminal Bldg.	Cliff H. Bryson
	K. W. Howard, G. M.	Chicago	400 N. Michigan Ave.	T. B. H. Bolle
		New York	292 Madison Ave.	R. C. Schmitz
		Detroit	2842 W. Grand Blvd.	Leslie L. Parker
		New Orleans	722 Union St.	Clinton Bridgeman
99	Struhsacker, E. P.	New York	220 E. 42nd St.	
100	Story, Brooks & Finley, Inc.	New York	230 Park Ave.*	W. A. Snowdon
	J. M. Brooks, Pres.	Philadelphia	123 S. Broad St.	H. C. Story
	H. C. Story, V. P.	Chicago	360 N. Michigan Ave.	J. M. Brooks
	W. A. Snowdon, G. M.	Cleveland	1900 Euclid Ave.	Charles A. Miller
		Los Angeles	610 S. Broadway	Roger J. Geissinger
		Atlanta	Rhodes-Haverty Bldg.	Mrs. A. D. Grant
101	Sweeney, John M. Co.	Boston	729 Boylston St.	
	John M. Sweeney, Pres. & G. M.			
	T			
102	Texas Daily Press League, Inc.	Dallas	507 Texas Bank Bldg.*	
	S. W. Papert, Pres.	New York	60 E. 42nd St.	Lowell W. Brown
	Irl W. Brown, G. M.	Chicago	360 N. Michigan Ave.	Don Milliken
		St. Louis	915 Olive St.	Fred Wright
		Denver	711 Bus Terminal Bldg.	M. D. Townsend
		Los Angeles	541 Consolidated Bldg.	J. V. Fisler
		San Francisco	300 Montgomery St.	R. J. Birch
103	Theis & Simpson Co., Inc.	New York	369 Lexington Ave.*	
	I. A. Simpson, Pres.	Chicago	605 N. Michigan Ave.	Roy E. Linder
		Atlanta	905 William-Oliver Bldg.	Hugh Wood
		Detroit	7338 Woodward Ave.	J. J. Higgins
103A	Townsend, E. S.	San Francisco	Russ Bldg.	
103B	Townsend, James A.	San Francisco	1207 Hobart Bldg.	
104	Tyler, M. L.	Boston	Statler Bldg.	
	M. L. Tyler, Pres. & G. M.			
	W			
105	Ward-Griffith Co., Inc.	New York	247 Park Ave.*	
	Lee A. Ward, Pres. & G. M.	Chicago	Wrigley Bldg.	Fred F. Parsons & W. J. Virtue
		Detroit	General Motors Bldg.	Harry Pollard
		Boston	Statler Office Bldg.	A. C. MacCarey
		Atlanta	22 Marietta St. Bldg.	B. Frank Cook
		Salt Lake City	Hotel Newhouse	J. Wayne Elderedge
		San Francisco	681 Market St.	R. J. Bidwell
		Los Angeles	1031 S. Broadway	R. J. Bidwell
106	Watts, F. K.	Springfield	32 Cypress St.*	
	Springfield (Mass.) Newspapers.	New York	436 Lexington Ave.	F. K. Watts
		Boston	89 State St.	N. K. Reynolds
		Chicago	30 N. LaSalle St.	E. W. Clarke
107	Weishar, L. I.	Chicago	1418 Century Bldg.	
108	West-Holliday Co., Inc.	San Francisco	220 Bush St.*	
	Robert P. Holliday, Pres.	New York	271 Madison Ave.	Charles A. Johnson
	Paul A. West, G. M.	Chicago	360 N. Michigan Ave.	H. E. Deckert
	James Teel, B. M.	Los Angeles	433 Spring St.	R. S. Nicholson
	Floyd L. Sparks, Sales Mgr.	Seattle	603 Stewart St.	J. C. Allison
		Portland	520 S. W. 6th Ave.	M. Ross Mackey
		Denver	711 Bus Terminal Bldg.	Morris D. Townsend
109	Williams & Co., Inc., S. H.	San Francisco	220 Montgomery St.	
	S. H. Williams, Pres. & G. M.	Chicago	400 N. Michigan Ave.	T. B. H. Bolle
		New York	292 Madison Ave.	
		Los Angeles	1031 S. Broadway	
109A	Wilson, Leo	New York	110 E. 42nd St.*	
	Leonard Marshall, Pres.	Los Angeles		Leo Wilson
	Roy Rubel, G. M. & V. P.			
110	Williams, Lawrence & Cresmer Co.	New York	285 Madison Ave.*	Charles V. Lehmann
	W. T. Cresmer, Pres. & G. M.	Chicago	360 N. Michigan Ave.	D. J. Worthington
		Detroit	General Motors Bldg.	T. O. Eichelberger
		San Francisco	681 Market St.	R. A. Claypool
		Los Angeles	815 S. Hill St.	M. W. Heaton
110A	Wisconsin Newspaper Markets	Milwaukee	536 W. Wisconsin Ave.	
	Irving C. Buntman, G. M.			
111	Witmer, Wallace Company	Memphis	Sterick Bldg.*	
	Wallace Witmer, Pres. & G. M.	New York	250 Park Ave.	
		Chicago	307 N. Michigan Ave.	
		Boston	80 Boylston St.	
112	Woodward, Inc., John B.	New York	110 E. 42nd St.*	
	Leonard L. Marshall, Pres.	Chicago	400 N. Michigan Ave.	Arba J. Irvin
	Roy L. Rubel, V. P.	Detroit	New Center Bldg.	Don A. Jansen
		Los Angeles	Park Central Bldg.	Leo Wilson
		San Francisco	Russ Bldg.	E. S. Townsend

CANADIAN AND BRITISH NEWSPAPER REPRESENTATIVES

	Name of Representative	City	Street Address	Office Manager
C 1	Amos, Walter T.	Montreal	300 University Tower	Walter T. Amos
C 2	Beattie, J. R.	Timmins	Thomson Bldg.*	
	Roy H. Thomson, Pres.	Toronto	307 Victory Bldg.	R. A. Leslie
	J. Nolan Sisson, G. M.			
C 3	Bradford, D. L.	Toronto	112 Yonge St.	
	Esdras Terrien, Pres. "La Droit" H. E. Lemieux, Bus. Mgr., 98 George St., Ottawa, Ont.			
C 4	Cherry, William T.	Toronto	61 Wellington St., W.	
C 5	Chown, E. R.	Montreal	1106 Dominion Sq. Bldg.	E. R. Chown
C 6	Clougher, Corporation			
C 7	Finlay, E. P.	Toronto	45 Richmond St. W.	
C 8	Ford, A. E.	Toronto	137 Wellington St., W.	
C 9	Halladay, A. H.	Toronto	Excelsior Life Bldg.	
C 9a	Hennigar, J. W. L.	Toronto—131A	Winchester St.	
C10	Houston, William	Toronto	1206 Canada Permanent Bldg.	Wm. Houston
	J. W. Dafoe, Pres. Victor Sifton, G. M., 300 Carlton St., Winnipeg H. Office.			
C11	Laidlaw, J. C.	Hamilton	25 Hughson St., S.	
C12	Leslie, R. A.	Toronto	307 Victory Bldg.	
C13	McGoey, Joseph	Toronto	21 King St., E.	
C14	McPhee, Douglas	Westmount	473 Argyle St.	
C15	McSherry, J.	Toronto	390 Bay St.	
C16	Mears, Fred C.	Ottawa	302 Victoria Bldg.	
C17	Pearson, C. M.	Toronto—2	80 King St. ,W.	
		Toronto	Toronto Star Bldg.	C. Mel Pearson
C18	Rathbone, J. B.	Toronto	44 Victoria St.	
	J. R. Rathbone, G. M.	Montreal	Canada Cement Bldg.	E. A. Williams
C19	Rees, S. L.	Toronto	820 Metropolitan Bldg.	
	S. L. Rees, G. M.			
C20	Rose, Hugh	Toronto	201 McKinnon Bldg.	Hugh Rose
	Hon. P. R. DuTrembley, Pres. J. N. A. Perrault, G. M., Montreal, H. Office.			
C21	Sampson, A. G.	Toronto	330 Bay St.	
	Hon. F. B. McCurdy, P. S., Pres.	Toronto	330 Bay St.	A. G. Sampson
	B. P. McCurdy, G. M., Halifax, N. S. H. Office.			
C22	Smyth, F. A.	London, E C 4	34-40 Ludgate Hill	
C23	Southam Newspapers	Toronto	350 Bay St.	
		Montreal	1070 Bleury St.	
C24	Taylor, W. D.	Toronto	390 Bay St.	
	John G. McConnell, Pres. & G .M.	Toronto	390 Bay St.	W. D. Taylor
C25	Wilgar, Allan B.	Toronto	1004 Atlas Bldg.	
	John Bassett, Pres.	Toronto	1004 Atlas Bldg.	Allan B. Wilgar
	P. E. Bilkey, G. M., 1000 St. Antoine St., Montreal, H. Office			
C26	Wilson, E. M.	Toronto	390 Bay St.	
C27	Wilson, F. J.	Montreal	544 Canada Cement Bldg.	

Special Editions

Should Be Eliminated Until the War Is Over!

Because of the shortage of newsprint . . . the vital need of every available man for war production . . . and other factors that enter into the publication of special editions, I am heartily in favor of eliminating them for the duration—

BUT— If some event of unusual importance should make a special edition desirable, then my organization of specialists in this branch of newspaper work can—and will—serve you in a manner that will make your edition a credit to your organization and community.

OVER 200 NEWSPAPERS Have used my management and sales service, and my organization has the distinction of having produced many of the largest and most profitable editions of the past 20 years. Furthermore, I can furnish excellent references from leading publishers as to my reliability and thoroughness, along with figures to show that losses from unpaid balances have amounted to less than 1%.

Experience! *Ability!* *Integrity!*

SPECIAL EDITIONS • SPECIAL PAGES

C. L. LEACH

1218 Westmoreland Ave. Norfolk, Va.

One of America's Leading Sales Organizations

The Ready Reckoner

Circulations and Advertising Rates of 345 Morning, 1442 Evening and 474 Sunday Newspapers of U. S., Detailed on Preceding Pages, Are Summarized by States and Nationally. Similar Data for Canadian Newspapers by Provinces

State	POPULATION 1940 Census	No. of English Language Daily Newspapers (U. S.)			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWSPAPERS	TOTAL SUNDAY CIRC.	TOTAL SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alabama	2,832,961	3	16	19	128,536	345,327	473,863	$.350	$1.041	$1.391	10	345,616	$1.073
Arizona	499,261	5	5	10	60,973	48,638	109,611	.263	.258	.521	5	79,725	.355
Arkansas	1,949,387	5	32	37	112,162	149,732	261,894	.318	1.012	1.330	8	230,089	.623
California	6,907,387	29	88	117	1,173,889	1,567,147	2,741,036	3.057	5.885	8.942	25	2,229,965	4.613
Colorado	1,123,296	4	23	27	72,185	255,416	327,601	.285	1.135	1.420	6	389,167	1.050
Connecticut	1,709,242	6	22	28	135,081	405,073	540,154	.450	1.325	1.775	6	238,776	.760
Delaware	266,505	1	1	2	15,539	50,006	65,545	.080	.080	.160	1	10,686	.065
District of Columbia	663,091	2	3	5	377,997	494,842	872,839	.475	.725	1.200	3	560,411	1.050
Florida	1,897,414	11	26	37	324,775	254,514	579,289	1.070	1.465	2.535	23	477,331	1.900
Georgia	3,123,723	5	21	26	233,565	319,580	553,145	.565	1.270	1.835	10	554,772	1.090
Idaho	524,873	3	11	14	33,211	64,238	97,449	.160	.504	.664	5	59,397	.395
Illinois	7,807,241	10	83	93	1,506,379	2,110,676	3,617,055	2.107	5.755	7.862	18	3,285,523	4.585
Indiana	3,427,796	17	79	96	340,922	905,858	1,246,780	1.087	3.682	4.769	14	554,481	1.385
Iowa	2,538,268	3	41	44	227,689	548,001	775,690	.415	2.499	2.914	8	584,623	1.410
Kansas	1,801,028	5	48	53	135,046	359,470	494,516	.310	2.085	2.395	8	299,864	.770
Kentucky	2,845,627	8	25	33	171,708	252,403	424,111	.480	1.113	1.593	12	335,358	1.240
Louisiana	2,363,880	4	12	16	216,207	238,428	454,635	.520	.850	1.370	5	331,712	.700
Maine	847,226	5	5	10	123,064	68,284	191,348	.440	.265	.705	2	111,161	.250
Maryland	1,821,244	4	8	12	179,938	417,258	597,196	.395	.855	1.250	3	506,623	1.030
Massachusetts	4,316,721	9	46	55	1,041,480	1,328,607	2,370,087	2.125	4.120	6.245	10	1,598,135	3.075
Michigan	5,256,106	5	48	53	426,398	1,401,439	1,827,837	.865	3.840	4.705	14	1,623,281	2.803
Minnesota	2,792,300	4	28	32	182,386	588,642	771,028	.635	1.895	2.530	4	532,585	1.100
Mississippi	2,183,796	4	16	20	48,824	112,455	161,279	.250	.700	.950	7	104,172	.455
Missouri	3,784,664	7	51	58	640,326	963,559	1,603,885	1.027	2.613	3.640	11	1,090,463	1.855
Montana	559,456	7	10	17	76,940	43,898	120,838	.320	.415	.735	8	102,021	.545
Nebraska	1,315,834	5	16	21	144,325	207,605	351,930	.435	.964	1.399	6	253,768	.815
Nevada	110,247	2	7	9	8,574	31,565	40,139	.080	.219	.299	1	9,574	.055
New Hampshire	491,524	1	8	9	21,745	59,930	81,675	.075	.320	.395	..	.....	.....
New Jersey	4,160,165	7	24	31	256,583	677,958	934,541	.695	2.295	2.990	6	275,603	.830
New Mexico	531,818	2	13	15	22,401	67,433	89,834	.130	.555	.685	7	49,595	.355
New York	13,479,142	24	77	101	4,097,544	3,104,203	7,201,747	6.440	9.194	15.634	18	8,801,216	9.581
North Carolina	3,571,623	10	30	40	310,122	287,821	597,943	.780	1.510	2.290	13	382,318	1.145
North Dakota	641,935	3	9	12	41,135	70,689	111,824	.155	.425	.580	2	57,368	.240
Ohio	6,907,612	10	94	104	531,947	2,060,583	2,592,530	1.205	6.391	7.596	20	1,470,088	3.270
Oklahoma	2,336,434	8	43	51	202,971	308,694	511,665	.644	1.985	2.629	37	435,311	2.212
Oregon	1,089,684	3	16	19	158,871	234,725	393,596	.395	.985	1.380	5	359,841	.860
Pennsylvania	9,900,180	29	105	134	1,302,667	2,314,158	3,616,825	3.065	6.945	10.010	11	2,750,012	3.830
Rhode Island	713,346	2	6	8	43,932	192,799	236,731	.139	.565	.704	2	141,779	.310
South Carolina	1,899,804	7	9	16	159,597	104,760	264,357	.425	.470	.895	6	169,074	.435
South Dakota	642,961	2	11	13	10,117	101,650	111,767	.055	.623	.678	3	59,369	.260
Tennessee	2,915,841	8	19	27	284,491	374,444	658,935	.900	1.217	2.117	11	499,766	1.430
Texas	6,414,824	22	89	111	663,486	1,016,732	1,680,218	1.885	4.526	6.411	61	1,422,789	5.043
Utah	550,310	1	5	6	66,976	93,946	160,922	.115	.380	.495	3	134,891	.375
Vermont	359,231	2	8	10	36,286	36,660	72,946	.145	.245	.390	..	.....	.....
Virginia	2,677,773	10	20	30	248,246	271,198	519,444	.725	1.108	1.833	10	318,665	.885
Washington	1,736,191	5	21	26	203,109	483,472	686,581	.560	1.731	2.291	9	588,789	1.385
West Virginia	1,901,974	9	22	31	148,975	195,855	344,830	.518	.887	1.405	9	255,579	1.365
Wisconsin	3,137,587	2	38	40	141,779	656,364	798,143	.310	2.474	2.784	7	611,102	1.280
Wyoming	250,742	5	4	9	19,512	17,504	37,016	.200	.205	.405	4	20,109	.250
Totals of U. S. English-Language Daily Newspapers	131,669,275	345	1,442	1,787	17,110,611	26,264,239	43,374,850	$38.125	$91.606	$129.731	474	35,293,543	$70.388
Territory of Hawaii	423,329	2	2	4	56,795	83,049	139,844	.160	.210	.370	3	62,341	.240
For Comparative Purposes:													
Newspapers as of Oct. 1, 1941	.....	377	1,480	1,857	16,519,010	25,561,381	42,080,391	$38.134	$90.939	$129.073	510	33,435,575	$69.284
Newspapers as of Oct. 1, 1940	.....	380	1,498	1,878	16,114,018	25,017,593	41,131,611	$38.168	$89.954	$128.122	525	32,371,092	$68.566
Newspapers as of Oct. 1, 1939	.....	383	1,505	1,888	15,524,717	24,145,965	39,670,682	$38.051	$90.016	$128.067	524	31,519,009	$67.759
Newspapers as of Oct. 1, 1938	.....	398	1,538	1,936	15,107,981	24,463,858	39,571,839	$38.957	$91.355	$130.312	523	30,480,922	$65.095

Ready Reckoner for Daily Newspapers of the Dominion of Canada

Province	POPULATION 1940 Census	No. of English Language Daily Newspapers (Can.)			Total Net Paid Circulations			Joint Minimum Advertising Rates			NUMBER SUNDAY NEWSPAPERS	TOTAL SUNDAY CIRC.	TOTAL SUNDAY ADV. RATE
		MORN.	EVE.	TOTAL	MORNING	EVENING	TOTAL	MORN.	EVENING	TOTAL			
Alberta	731,605	1	5	6	14,372	92,987	107,359	.080	.350	.430	..	.....	.....
British Columbia	694,263	3	8	11	43,429	207,660	251,089	.205	.605	.810	1	21,377	.075
Manitoba	700,139	..	5	5	.....	120,887	120,887	....	.350	.350	..	.....	.....
New Brunswick	408,219	2	3	5	21,083	24,655	45,738	.090	.126	.216	..	.....	.....
Nova Scotia	512,846	2	7	9	57,242	71,429	128,671	.145	.308	.453	..	.....	.....
Ontario	3,431,683	4	34	38	216,170	835,629	1,051,799	.455	1.965	2.420	1	608,619	.800
Prince Edward Island	88,038	1	1	2	6,868	4,826	11,694	.040	.020	.060	..	.....	.....
Quebec	2,874,255	4	11	15	76,134	512,665	588,799	.370	1.120	1.490	5	662,534	.930
Saskatchewan	921,785	..	4	4	.....	62,325	62,325	....	.270	.270	..	.....	.....
Total Canadian Dailies	10,423,354	17	78	95	435,298	1,933,063	2,368,361	$1.385	$5.114	$6.499	7	1,292,530	$1.805
For Comparative Purposes:													
Canadian Dailies as of Oct. 1, 1941		17	77	94	429,464	1,830,084	2,259,548	$1.365	$5.114	$6.479	4	767,208	$1.105
Canadian Dailies as of Oct. 1, 1940		17	78	95	427,501	1,788,481	2,215,982	1.385	5.057	6.442	5	743,176	1.125
Canadian Dailies as of Oct. 1, 1939		18	79	97	419,880	1,837,128	2,257,008	1.375	4.891	6.266	4	599,960	.875
Canadian Dailies as of Oct. 1, 1938		18	78	96	403,970	1,814,662	2,218,632	1.350	4.954	6.304	4	438,836	.645

Copyright, 1943, Editor & Publisher Company

PRINCIPAL NEWSPAPER CHAINS OF UNITED STATES AND CANADA

PAUL BLOCK NEWSPAPERS — Pittsburgh (Pa.) Post-Gazette, Toledo (O.) Blade, Toledo (O.) Times, New York office, 400 Madison Ave., New York City.

BOOTH NEWSPAPERS, INC.—Grand Rapids (Mich.) Press, Flint (Mich.) Journal, Kalamazoo (Mich.) Gazette, Saginaw (Mich.) News, Jackson (Mich.) Citizen Patriot, Muskegon (Mich.) Chronicle, Bay City (Mich.) Times, Ann Arbor (Mich.) News. Booth Newspapers, Inc., 2500 Buhl Building, Detroit, Mich. George G. Booth, Pres.

BRUSH-MOORE NEWSPAPERS — Canton (O.) Repository, Steubenville (O.) Herald-Star, Marion (O.) Star, East Liverpool (O.) Review, Portsmouth (O.) Times, Salem (O.) News, Salisbury (Md.) Times. Radio Station WHBC. Louis Brush, Pres., Salem, Ohio. General offices, Canton, Ohio. Roy D. Moore, vice-president and general manager, Canton, Ohio; Joseph E. Vodrey, vice-president, Canton, Ohio; William H. Vodrey, secretary-treasurer, East Liverpool, Ohio.

HARRY F. BYRD NEWSPAPERS—Harrisonburg (Va.) News Record, R. Gray Williams, Pres., Winchester, Va., Harry F. Byrd, Jr., General Manager, Winchester, Va., Winchester (Va.) Star, Harry F. Byrd, Jr., Editor, Winchester, Va.

CAPPER NEWSPAPERS—Topeka (Kan.) Capital, Kansas City (Kan.) Kansan, Arthur Capper, Pres., Topeka, Kan.

CENTRAL NEWSPAPERS, INC.—Huntington (Ind.) Herald-Press, Vincennes (Ind.) Sun-Commercial, El Reno (Okla.) Daily Tribune, Lebanon (Ind.) Daily Reporter, affiliated with, but not owned by Central Newspapers, Inc. E. C. Pulliam, Indianapolis, Ind., Pres., N. G. Mason, Indianapolis, Ind., Secy.-Treas.; Howard W. Zinn, Huntington, Ind., Business Manager. General offices, 9th Floor, Claypool Hotel, Indianapolis, Ind.

CONINE PUB. CO. NEWSPAPERS—Big Rapids (Mich.) Pioneer; Cheboygan (Mich.) Daily Tribune; Manistee (Mich.) News-Advocate. Geo. B. Dolliver, President; Austin C. Batdorff, Vice-President-Manager. Herald & Record Co., Traverse City (Mich.) Record-Eagle; Austin C. Batdorff, President; Geo. B. Dolliver, Vice-President.

I. C. COPLEY NEWSPAPERS—See The Copley Press, Inc., Southern California Associated Newspapers and San Pedro Ptg. & Pub. Co.

JAMES M. COX NEWSPAPERS—Dayton (O.) News, Springfield (O.) Sun, Miami (Fla.) News, Atlanta (Ga.) Journal. Hon. James M. Cox, Publisher; James M. Cox, Jr., Ass't Publisher, Dayton, Ohio.

DECATUR NEWSPAPERS, INC., Decatur, Ill., publishers of Decatur Herald, Decatur Daily Review and Sunday Herald and Review, and The Evening Courier (Champaign-Urbana, Ill.), and owners of EAST SHORE NEWSPAPERS, INC., publishers of East St. Louis Journal. H. C. Scharb, President Decatur Newspapers, Inc.; F. M. Lindsay, President East Shore Newspapers, Inc. General offices, Decatur, Illinois.

J. C. DENIOUS NEWSPAPERS—Dodge City (Kan.) Globe, Norton (Kan.) Telegram, J. C. Denious, President, Dodge City, Kan.

DOW JONES & CO., NEWSPAPERS—Wall Street Journal, New York; Boston News Bureau, Boston; Pacific Coast Edition Wall Street Journal, San Francisco, Barron's, the National Financial Weekly, owned by Financial Press Companies of America, Kenneth C. Hogate, President, 44 Broad St., New York.

EWING NEWSPAPERS—Shreveport (La.) Times, Monroe (La.) World, Monroe News-Star. John D. Ewing, Pres., Shreveport, La.

FEDERATED PUBLICATIONS, INC.—Grand Rapids (Mich.) Herald, Lansing (Mich.) State Journal, Battle Creek (Mich.) Enquirer & News. A. L. Miller, Pres., Battle Creek, Mich. Headquarters Battle Creek, Mich.

FENTRESS-MARSH NEWSPAPERS—Austin (Tex.) American, Austin Statesman, Waco (Tex.) News-Tribune, Waco Times-Herald, Port Arthur (Tex.) News, also interest in Wichita Falls (Tex.) Times and Record-News, and Texarkana (Tex.-Ark.) Gazette-News. E. S. Fentress, Pres.; C. E. Marsh, Vice-Pres.; H. M. Fentress, Vice-Pres., Hdqtrs., 607 Service Mutual Bldg., Waco, Texas.

FRANK E. GANNETT NEWSPAPERS—Rochester (N. Y.) Times-Union, Rochester Democrat & Chronicle, Hartford (Conn.) Times, Albany (N. Y.) Knickerbocker News, Utica (N. Y.) Observer-Dispatch, Utica Press, Elmira (N. Y.) Star-Gazette, Elmira Advertiser, Elmira Sunday Telegram, Newburgh (N. Y.) News, Beacon (N. Y.) News, Plainfield (N. J.) Courier-News, Ithaca (N. Y.) Journal, Olean (N. Y.) Times-Herald (minority interest), Ogdensburg (N. Y.) Journal, Malone (N. Y.) Telegram, Danville (Ill.) Commercial-News, Saratoga Springs (N. Y.) Saratogian, Massena (N. Y.) Observer, Executive offices, Rochester, N. Y. Frank E. Gannett, Pres., Rochester, N. Y.; Frank E. Tripp, Gen. Mgr., Elmira, N. Y.

GUY P. GANNETT NEWSPAPERS—(Gannett Publishing Co., Inc.) Augusta (Me.) Kennebec Journal; Portland (Me.) Press Herald, Evening Express, Sunday Telegram; Waterville (Me.) Waterville Sentinel. Guy P. Gannett, Pres., Portland, Me.

F. F. GARSIDE NEWSPAPERS—Las Vegas (Nev.) Review-Journal, Tonopah (Nev.) Times-Bonanza.

GORE NEWSPAPERS—Deland (Fla.) Sun News, New Smyrna (Fla.) Daily News, Fort Lauderdale (Fla.) Daily News, News Journal, Daytona Beach, Fla., 40 per cent interest. General Offices Daily News, Fort Lauderdale, Fla. Robert H. Gore, Pres.

GRANDON GROUP—Sterling (Ill.) Daily Gazette, La Salle (Ill.) Daily Post-Tribune, Milledgeville-Chadwick Free Press (weekly), Milledgeville, Ill., Erie Independent (weekly), Erie, Ill. Preston F. Grandon, General Manager; D. W. Grandon, Associate Manager.

JOHN P. HARRIS & SIDNEY F. HARRIS—Hutchinson (Kan.) News, Herald, and Sunday News-Herald, Ottawa (Kan.) Herald, Chanute (Kan.) Tribune; Burlington (Iowa) Hawk-Eye Gazette; associated with Salina (Kan.) Journal. Headquarters; Hutchinson, Kan.

HEARST NEWSPAPERS — New York Journal-American, New York Mirror, Albany (N. Y.) Times-Union, Boston (Mass.) Record (m) American (e) and Sunday Advertiser, Baltimore (Md.) News-Post and Sunday American, Pittsburgh (Pa.) Sun-Telegraph, Chicago Herald-American, Milwaukee (Wis.) Sentinel, Detroit (Mich.) Times, San Francisco (Calif.) Examiner, San Francisco (Calif.) Call-Bulletin, Oakland (Calif.) Post-Enquirer, Los Angeles (Calif.) Examiner, Los Angeles (Calif.) Herald-Express, San Antonio (Tex.) Light and Seattle (Wash.) Post-Intelligencer. W. R. Hearst, Pres., care Hearst Newspapers, Hearst Magazine Building, 57th St. and 8th Ave., New York, N. Y. J. D. Gortatowsky, General Manager, 57th St. and 8th Ave., New York, N. Y.

HOWE NEWSPAPERS—Atchison (Kan.) Globe, Amarillo (Tex.) Globe, Amarillo News, Lubbock (Tex.) Avalanche & Journal; Gene A. Howe, Pres., Amarillo, Tex.

KNIGHT NEWSPAPERS—Akron (O.) Beacon-Journal, Miami (Fla.) Herald, Detroit (Mich.) Free Press. John S. Knight, Pres., Akron, Ohio, Detroit, Mich. or Miami, Florida.

EDGAR KOEHL NEWSPAPERS—Ashland (Ohio) Times-Gazette, Galion (Ohio) Inquirer. Edgar Koehl, Pres., Ashland, Ohio.

LEE SYNDICATE NEWSPAPERS—Davenport (Ia.) Times, Davenport Democrat & Leader, Ottumwa (Ia.) Courier, Muscatine (Ia.) Journal, Mason City (Ia.) Globe-Gazette, Madison (Wis.) State Journal, La Crosse (Wis.) Tribune & Leader-Press, Hannibal (Mo.) Courier-Post, Kewanee (Ill.) Star-Courier, Lincoln (Neb.) Star, E. P. Adler, Press., Times Bldg., Davenport, Ia.

LUSK-MITCHELL NEWSPAPERS, INC.—Huron (S. D.) Huronite, Yankton (S. D.) Press & Dakotan. Robert D. Lusk, Huron, Pres.; Jeannette C. Lusk, Vice-pres.; F. L. Willard, Secy.-Treas. Headquarters: Huron.

MACY WESTCHESTER NEWSPAPERS—Yonkers (N. Y.) Herald Statesman, Tarrytown (N. Y.) News, Port Chester (N. Y.) Item, Ossining (N. Y.) Citizen Register, Mt. Vernon (N. Y.) Argus, New Rochelle (N. Y.) Standard Star, White Plains (N. Y.) Reporter Dispatch, Mamaroneck (N. Y.) Times. County News Bureau, 76 Grand St., White Plains, N. Y. General offices, Yonkers, N. Y.

McCLATCHY NEWSPAPERS—The Sacramento (Cal.) Bee (headquarters); Fresno (Cal.) Bee; Modesto (Cal.) Bee. President, Eleanor McClatchy.

W. J. McGIFFIN NEWSPAPERS—Ft. Madison (Ia.) Democrat, Excelsior Springs (Mo.) Standard, Rolla (Mo.) New Era, Brainerd (Minn.) Dispatch, Pawhuska (Okla.) Journal Capital, Spencer (Ia.) Daily Reporter. W. J. McGiffin, Pres., 212 South Linden Drive, Beverly Hills, Calif.

J. L. MEEKS NEWSPAPERS—Florence (Ala.) Times, Sheffield (Ala.) Tri-Cities Daily, Standard & Times (weekly) Sheffield, Ala. Estate of J. L. Meeks, sole owner, Florence, Ala.

WALTER MURRAY NEWSPAPERS—Cleburne (Tex.) Times-Review, Ranger (Tex.) Times, Weekly Chronicle, Breckenridge (Tex.) American, Mineral Wells (Tex.) Index. Walter Murray, publisher, Mineral Wells, Tex.

MORGAN MURPHY NEWSPAPERS—Superior (Wis.) Telegram, Manitowoc (Wis.) Herald-Times, Chippewa Falls (Wis.) Herald-Telegram, Two Rivers (Wis.) Reporter, Lafayette (La.) Daily Advertiser. Morgan Murphy, Pres., Superior, Wis.

S. I. NEWHOUSE NEWSPAPERS—Syracuse (N. Y.) Herald-Journal & Sunday Herald American, Newark (N. J.) Star-Ledger, Jamaica Long Island Press, Long Island City Star-Journal, Staten Island (N. Y.) Advance.

NIXON NEWSPAPERS, INC.—Michigan City (Ind.) News-Dispatch, Peru (Ind.) Tribune, Wabash (Ind.) Plain Dealer, Middlesboro (Ky.) News. Mrs. Eugenia H. Honeywell, Pres., Wabash, Ind.

H. C. OGDEN NEWSPAPERS—Wheeling (W. Va.) Intelligencer, Wheeling News-Register, Martinsburg (W. Va.) Journal, Hinton (W. Va.) News, Weirton (W. Va.) Times, Moundsville (W. Va.) Journal, Fairmont (W. Va.) Times, Fairmont West Virginian, Point Pleasant (W. Va.) Register, Elkins (W. Va.) Inter-Mountain, Parkersburg (W. Va.) Sentinel, Parkersburg News, Welch (W. Va.) News, Williamson (W. Va.) News, Washington (N. C.) News. H. C. Ogden, Pres., Wheeling, W. Va.

R. W. PAGE CORPORATION NEWSPAPERS—Columbus (Ga.) Ledger, Columbus Enquirer, Bradenton (Fla.) Herald. A. H. Chapman, Pres., Columbus, Ga.

C. E. PALMER NEWSPAPERS—Texarkana (Tex.-Ark.) Gazette and News, Eldorado (Ark.) Times and News, Hot Springs (Ark.) New Era and Sentinel-Record, Camden (Ark.) News, half interest with A. H. Washburn in Hope (Ark.) Star, half interest with Ray Kimball in Magnolia (Ark.) Banner-News. C. E. Palmer, Pres., Texarkana, Ark.-Tex.

PENINSULA NEWSPAPERS INCORPORATED—Palo Alto (Cal.) Times, Redwood City (Cal.) Tribune, Burlingame (Cal.) Advance-Star. Geo. F. Morell, Pres., P. O. Box 481, Palo Alto, Cal.

S. A. PERKINS NEWSPAPERS—Bellingham (Wash.) Herald, Olympia (Wash.) Olympian. S. A. Perkins, Pres. and owner, Tacoma, Wash.

JOHN H. PERRY NEWSPAPERS—Jacksonville (Fla.) Journal, Pensacola (Fla.) Journal and News, Panama City (Fla.) News-Herald. John H. Perry, Pres., care of Western Newspaper Union, 310 East 45th St., New York (N. Y.).

PRISK NEWSPAPERS—Long Beach (Cal.) Press-Telegram, Long Beach Sun, Pasadena Star-News and Post, Grass Valley (Cal.) Union. W. F. Prisk, Pres. of each company, but not complete owner, Long Beach, Cal.

JAMES R. RHODES NEWSPAPERS—Newton (Ia.) Daily News, Newton, Iowa, Perry (Ia.) Daily Chief, Carroll (Ia.) Daily Herald. James R. Rhodes, Pres., Newton, Ia.

RIDDER BROTHERS NEWSPAPERS—New York Journal of Commerce, New York Staats-Zeitung, and Herold, St. Paul (Minn.) Pioneer Press & Dispatch, Duluth (Minn.) Herald, Duluth News-Tribune, Aberdeen (S. D.) American and News, Grand Forks (N. D.) Herald, minority interest in Seattle (Wash.) Times. J. E. Ridder, Pres., care New York Journal of Commerce.

C. F. RIDENOUR NEWSPAPERS—Piqua (O.) Call, Urbana (O.) Citizen. C. F. Ridenour, Pres., Piqua, O.

C. A. ROWLEY NEWSPAPERS—Ashtabula (O.) Star-Beacon, Geneva (O.) Free Press, Painesville (O.) Telegraph, Conneaut (O.) News, Herald. C. A. Rowley, Pres., Ashtabula, O.

SAN PEDRO PTG. & PUB. CO., 356 7th Street, San Pedro, Cal. (See I. C. Copley Newspapers and Southern California Associated Newspapers), J. A. Waite, Pres. & Treas.; F. M. James, Vice-Pres. and Asst. Treas.; Clinton LaTourrette, Sec. Publish San Pedro News-Pilot.

SCRIPPS-HOWARD NEWSPAPERS—New York World-Telegram, Cleveland Press, Pittsburgh Press, Cincinnati Post, Columbus (O.) Citizen, San Francisco (Cal.) News, Washington (D. C.) News, Indianapolis (Ind.) Times, Knoxville (Tenn.) News-Sentinel, Memphis (Tenn.) Press-Scimitar, Memphis (Tenn.) Commercial Appeal, Birmingham (Ala.) Post, Houston (Tex.) Press, Fort Worth (Tex.) Press, El Paso (Tex.) Herald-Post, Albuquerque (N. M.) Tribune, Covington (Ky.) Kentucky Post, Denver (Colo.) Rocky Mountain News, Evansville (Ind.) Press. George B. Parker, Editor-in-Chief; Roy W. Howard, Chairman Executive Committee; W. W. Hawkins, Chairman of the Board; John H. Sorrells, Executive Editor; Ray A. Huber, General Business Manager; 230 Park Ave., New York, N. Y.

JOHN P. SCRIPPS NEWSPAPERS—Ventura (Calif.) Star-Free Press, Watsonville (Calif.) Register-Pajaronian & Morning Sun, Redding (Calif.) Record-Searchlight, San Luis Obispo (Calif.) Telegram-Tribune, Bremerton (Wash.) Sun. John P. Scripps, Chm. of Board, 306 Scripps Bldg., San Diego, Calif. Roy Pinkerton, Pres. and editor-in-chief, P. O. Box 171, Ventura, Cal.

SCRIPPS LEAGUE OF NEWSPAPERS—Tacoma (Wash.) Times, Provo (Utah) Herald, Logan (Utah) Herald-Journal, Coeur d'Alene (Idaho) Press. The Scripps Newspapers, Inc., Edward W. Scripps, Chairman of the Board; James G. Scripps, Pres., 801 Textile Tower, Seattle, Wash.

SHAFFER GROUP—Indianapolis Star, Muncie (Ind.) Star, John C. Shaffer, Pres., 111 West Jackson Blvd., Chicago, Ill. Principal office, Indianapolis, Ind., 301 N. Pennsylvania St.

JAMES H. SKEWES NEWSPAPERS—Meridian (Miss.) Star, Laurel (Miss.) Leader-Call, Crowley (La.) Signal, Peru (Ill.) News-Herald. Jas. H. Skewes, Pres., Meridian, Miss.

SOUTHERN CALIFORNIA ASSOCIATED NEWSPAPERS—829 Security Building, Los Angeles, Cal. (See I. C. Copley Newspapers). I. C. Copley, Chairman of the Board; Clark F. Waite, Pres. and Treas.; F. M. James, Vice-Pres. and Asst. Treas.; F. N. Edwards, Sec. Owns outright, and publishes the following daily newspapers in Los Angeles County: Alhambra Post-Advocate, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Burbank News-Press, replate of Glendale News-Press; Eagle Rock News-Press, replate of Glendale News-Press; Hermosa Daily Breeze, replate of Redondo Daily Breeze; Venice Evening Vanguard, replate of Culver City Star-News. In addition, the company owns 60% of the capital stock of San Pedro News Pilot.

SOUTHERN OREGON NEWSPAPERS—Roseburg (Ore.) News-Review, Klamath Falls (Ore.) Herald & News. Frank Jenkins, Pres., Klamath Falls, Ore. Headquarters office, Klamath Falls, Ore. Radio Station KRNR, Roseburg, Ore., owned by Southern Oregon Newspapers.

SPEIDEL NEWSPAPERS, INC.—Headquarters, Colorado Springs, Colorado. A national service and research organization for the transcontinental group of newspapers owned by Merritt C. Speidel and Associates, and organized and operated as separate companies in the states in which they are published. Member newspapers include: Salinas (Calif.) Salinas Evening Californian, succeeding the Salinas Evening Index-Journal, Salinas Morning Post and Salinas Sunday Post; Fort Collins (Colo.) Fort Collins Evening Express-Courier and Fort Collins Sunday Express-Courier; Cheyenne (Wyo.) Wyoming State Tribune, Wyoming Eagle, Wyoming Stockman-Farmer; Poughkeepsie (N. Y.) Poughkeepsie Evening New Yorker, succeeding the Poughkeepsie Evening Star and Enterprise and the Poughkeepsie Morning Eagle-News; Poughkeepsie Sunday New York, succeeding the Hudson Valley Sunday Courier; Reno (Nev.) Reno Evening Gazette, Nevada State Journal, Nevada State Sunday Journal.

Radio Units—WGNY, Studios, Newburgh and Middletown, N. Y.; KFBC, Cheyenne, Wyo.; KDON, Salinas, Monterey and Santa Cruz, Calif.

Notes: Wyoming publications owned jointly by Merritt C. Speidel and Tracy S. McCraken. California Radio Station KDON owned jointly by Salinas Newspapers, Inc. and Allen G. Griffin of Monterey Peninsula Herald. Wyoming Radio Station KFBC owned by Frontier Broadcasting Company and affiliated with Cheyenne Newspapers, Inc. Radio Station WGNY owned by WGNY Broadcasting Company and affiliated with Poughkeepsie Newspapers, Inc.

STAUFFER PUBLICATIONS, INC.—Grand Island (Neb.) Independent, Arkansas City (Kan.) Traveler, Marysville (Mo.) Forum, Pittsburg (Kan.) Headlight and Sun, Shawnee (Okla.) News and Star, KGFF Broadcasting Station, Shawnee, Okla. Affiliated with this group is The Topeka (Kan.) State Journal. Oscar Stauffer, Pres., Topeka, Kan.

J. DAVID STERN NEWSPAPERS—Philadelphia Record, Camden (N. J.) Evening Courier, Morning Post; J. David Stern,

BASIC FACTS FOR THE BUYERS AND SELLERS OF NEWSPAPER ADVERTISING SPACE

Period	No. of Papers	Total Net Paid Circulation	Total Agate Line Rate	Total Millline Rate	Difference in Rate per Line per Million Circulation as of Dec. 31, 1942		
Morning Newspapers							
12/31/42	345	17,110,611	$38.125	$2.23	.....	.....	.....
12/31/41	377	16,519,010	38.134	2.31	Decrease	$0.08	3.46%
12/31/40	380	16,114,018	38.168	2.37	Decrease	0.14	5.90%
12/31/39	383	15,524,717	38.051	2.45	Decrease	0.22	8.98%
12/31/38	398	15,107,981	38.957	2.57	Decrease	0.34	13.23%
12/31/37	406	15,876,784	39.708	2.50	Decrease	0.27	10.80%
12/31/36	405	15,326,431	39.605	2.58	Decrease	0.35	13.56%
12/31/35	390	14,434,431	37.296	2.58	Decrease	0.35	13.56%
12/31/34	385	13,944,251	35.835	2.58	Decrease	0.35	13.56%
12/31/33	378	13,206,705	35.126	2.66	Decrease	0.43	16.16%
12/31/32	380	13,711,382	35.250	2.57	Decrease	0.34	13.23%
Evening Newspapers							
12/31/42	1,442	26,264,239	$91.606	$3.48	.....	.....	.....
12/31/41	1,480	25,561,381	90.939	3.55	Decrease	$0.07	1.97%
12/31/40	1,497	25,017,593	89.954	3.59	Decrease	0.11	3.06%
12/31/39	1,505	24,145,965	90.016	3.72	Decrease	0.24	6.45%
12/31/38	1,538	24,463,858	91.355	3.73	Decrease	0.25	6.70%
12/31/37	1,577	25,541,946	93.274	3.65	Decrease	0.10	2.74%
12/31/36	1,584	24,966,123	92.918	3.72	Decrease	0.24	6.45%
12/31/35	1,560	23,721,109	88.105	3.71	Decrease	0.23	6.19%
12/31/34	1,544	22,764,759	85.565	3.75	Decrease	0.27	7.20%
12/31/33	1,533	21,968,533	85.221	3.87	Decrease	0.39	10.07%
12/31/32	1,533	22,696,297	84.469	3.72	Decrease	0.24	6.45%
Sunday Newspapers							
12/31/42	474	35,293,543	$70.388	$1.99	.....	.....	.....
12/31/41	510	33,435,575	69.284	2.07	Decrease	$0.08	3.86%
12/31/40	525	32,371,092	68.566	2.11	Decrease	0.12	5.68%
12/31/39	524	31,519,009	67.759	2.15	Decrease	0.16	7.44%
12/31/38	523	30,480,922	65.095	2.13	Decrease	0.14	6.57%
12/31/37	539	30,956,916	66.795	2.15	Decrease	0.16	7.44%
12/31/36	520	29,962,120	64.988	2.16	Decrease	0.17	7.87%
12/31/35	518	28,147,343	59.664	2.12	Decrease	0.13	6.13%
12/31/34	505	26,544,516	60.306	2.26	Decrease	0.27	11.94%
12/31/33	506	24,040,630	60.535	2.51	Decrease	0.52	20.71%
12/31/32	518	24,859,888	61.330	2.46	Decrease	0.47	19.10%

PRINCIPAL OFFICERS OF NEWSPAPER GUILD

Akron, Ohio—Edward B. Butler, 241 Rhodes Ave., Akron, O., president; Beatrice Offineer, 735 W. Exchange St., Akron, O., secretary; Mynne Joslyn, 4044 Melton Ave., RD 4, Akron, O., treasurer.

Albany, Schenectady & Troy, N. Y., 61 Columbia St., Albany, N. Y.—J. Kenneth Moore, 18 Summit Ave., Troy, N. Y., president; Jo Leonard, 311 Washington Ave., Albany, N. Y., secretary; Janet Scott, 214 State St., Albany, N. Y., treasurer.

Atlanta, Ga.—Al B. Richardson, 1638 Lenox Rd., N.E., Atlanta, Ga., president; J. P. Kerlin, 852 Boulevard, N.E., Atlanta, Ga., secretary; E. Romney Wheeler, 120 Madison St., College Park, Ga., treasurer.

Baltimore, Md.—George H. Engeman, 5717 Green Spring Ave., Baltimore, Md., president.

Battle Creek, Mich.—Donald Rutherford, 77 Summer St., Battle Creek, Mich., president; G. W. Cosgrove, 11 Post Ave., Battle Creek, Mich., secretary; Robert Poor, 97 Maple Grove, Battle Creek, Mich., treasurer.

Biddeford, Me.—Timothy J. Mahoney, 124 Summer St., Biddeford, Me., vice-president (acting president); Ralph C. Armstrong, 124 Lincoln St., Saco, Me., secretary-treasurer.

Birmingham, Ala.—Fon McGinnis, 1405 17th Pl., S.W., Birmingham, Ala., president; E. A. Ellis, 7223 Sparta Ave., Birmingham, Ala., secretary; Harold Shonfield, 1336 17th Pl., S.W., Birmingham, Ala., treasurer.

Boston, Mass., 294 Washington St.—George Harris c/o Guild, president; Talmadge Fletcher, c/o Guild, secretary; Frank O'Donnel, c/o Guild, treasurer; Alwyn J. Lawsen, c/o Guild, organizer.

Bridgeport, Conn.—Alfred Faust, 542 Milford Point Rd., Milford, Conn., president; Ethel Beckwith, 860 Park Ave., Bridgeport, Conn., secretary; Robert Wilson, 59 E. Sidney St., E. Haven, Conn., treasurer.

Brockton, Mass.—Martin A. Eagan, 46 Howard Sq., Brockton, Mass., president; Maude L. Conway, 19 Clifford Ave., Montello, Mass., secretary; Corinne Thompson, 25 L St., Brockton, Mass., treasurer.

Buffalo, N. Y.—Nat Gorham, Freeman Rd., Orchard Park, N. Y., president; F. Hamilton Peck, 13 Pierce Ave., Hamburg, N. Y., secretary; G. F. Zubler, 38 Athol St., Buffalo, N. Y., treasurer.

Chattanooga, Tenn.—Charles Pennington, 22 Wanda Dr., Chattanooga, Tenn., president.

Chicago, Ill., 123 W. Madison St.—Al Jackson, c/o Guild, president; Chas. Wheeler, c/o Guild, secretary; E. A. H. Stevenson, c/o Guild, treasurer.

Cincinnati, Ohio—Victor H. Logan, 28 W. Orchard Rd., Ft. Mitchell, Ky., president; Jean Imhoff, Kenwood Rd., Indian Hill, Cincinnati, O., secretary; Bill Lampert, 2612 Melrose, Cincinnati, O., treasurer.

Clarksburg, W. Va.—Bernard Gainer, 1805 Goff Ave., Clarksburg, W. Va., president; Dorothy Hindman, 498 Horner Ave., Clarksburg, W. Va., secretary; Gene Collett, 231 Woodland Ave., Clarksburg, W. Va., treasurer.

Cleveland, Ohio, 205 Superior Bldg.—Milton J. Lapine, c/o Guild, president; William Davy, c/o Guild, executive secretary; Frank Otwell, c/o Guild, treasurer.

Columbus, Ohio—Perry Morrison, 2954 Crescent Dr., Columbus, O., president; John Stuart, 1227 Oxley Rd., Columbia, O., secretary; Bill Blatz, 3027 Parkside Dr., Columbus, O., treasurer.

Cumberland, Md.—Eugene T. Gunning, 8 Decatur St., Cumberland, Md., president; Frantz Carl, P. O. Box 25, Cumberland, Md., secretary; Burke P. Brown, 400 Furnace St., Cumberland, Md., treasurer.

Dayton, Ohio—Alexander McSurely, c/o Herald, Dayton, O., president; Gunner Musselman, c/o Journal, Dayton, O., secretary; Marcia Cooper, 111 E. Fourth St., Dayton, O., treasurer.

Denver, Colo.—Oscar E. Liden, 663 S. Race St., Denver, Colo., president; W. M. Beardshear, 1415 E. 16th Ave., Denver, Colo., secretary; Victor Weberg, 3131 Franklin St., Denver, Colo., treasurer.

Detroit, Mich., 509 Lincoln Bldg., 333 State St.—Fred Collins, c/o Guild, president; Leonard Gozzard, c/o Guild, treasurer; Paul Weber, c/o Guild, Executive Secretary.

Elizabeth, N. J.—Charles Crissey, 650 Newark Ave., Elizabeth, N. J., president; Ruth M. Gross, 840 Emerson Ave., Elizabeth, N. J., secretary; Franklin O. Williamson, 867 Cross Ave., Elizabeth, N. J., treasurer.

El Paso, Tex.—Martin O'Neill, 133 Locust St., El Paso, Tex., president; Alexander Hicken, Rt. 1, Box 434, El Paso, Tex., secretary; Marshall Hall, 2218 W. Caples, El Paso, Tex., treasurer.

Fort Worth, Tex.—Dick Gorton, 3123 Merida, Ft. Worth, Tex., president; Mary Crutcher, 2311 W. Magnolia, Ft. Worth, Tex., secretary; Zeke Handler, 3117 Stanley Ave., Ft. Worth, Tex., treasurer.

Great Falls, Mont., P. O. Box 380—Frank Eigeman, c/o Guild, president; William Haney, c/o Guild, secretary; Robert D. Barnes, c/o Guild, treasurer.

Harrisburg, Pa., 8 South 4th St.—Sidney Barson, c/o Guild, president; Mary R. Ross, c/o Guild, secretary; Dorothy Fisk, c/o Guild, treasurer.

Houston, Tex.—B. Kerce, 3836 Oberlin, Houston, Tex., president; I. D. Cooksey, 2305 Newman, Houston, Tex., secretary-treasurer.

Hudson County, N. J.—Samuel Kaufman, 201 Clinton Ave., Jersey City, N. J., president; Chester J. Redfern, 28 Sherman Pl., Jersey City, N. J., secretary; Melville D. Shapiro, 72 W. 52nd St., Bayonne, N. J., treasurer.

Indianapolis, Ind.—Lowell B. Nussbaum, 5953 Haverford Dr., Indianapolis, Ind., president; Charles Temple, 5204 Guilford, Indianapolis, Ind., secretary; John Cromie, c/o Times, Indianapolis, Ind., treasurer.

Jacksonville, Fla.—Leigh Culley, 3081 Gadsden Rd., S. Jacksonville, Fla., president; James F. Massey, 1516 Kingswood Rd., Jacksonville, Fla., secretary; Mrs. Walter Marshall, c/o Journal, Jacksonville, Fla., treasurer.

Joliet, Ill.—Geraldine Daly, 101 S. Center, Joliet, Ill., president; Madeline Wellnitz, 900 Vine St., Joliet, Ill., secretary-treasurer.

Kansas City, Mo.—Kirk Dalton, 815 Quindard Blvd., Kansas City, Kansas, president; Conwell Carlson, c/o Star, Kansas City, Mo., secretary; Webb Witmer, 7300 Main, Kansas City, Mo., treasurer.

Kenosha, Wis.—George T. Poreden, 2225 63rd St., Kenosha, Wis., president; Arlene Jensen, 2225 63rd St., Kenosha, Wis., secretary-treasurer.

Knoxville, Tenn.—Walter T. Pulliam, c/o News-Sentinel, Knoxville, Tenn., president; Mrs. Blanche Davis, c/o News-Sentinel, Knoxville, Tenn., secretary; Glen McNeil, 717 Maynard Ave., Knoxville, Tenn., treasurer.

Lake Superior—Gustaf A. Nordin, 1831 W. Second St., Duluth, Minn., president; Ellen Sullivan, 9223 Vinland St., Procter, Minn., secretary; Joseph G. Erspamer, 4216 Cooke St., Duluth, Minn., treasurer.

Lansing, Mich.—John E. Menks, 1439 Eureka St., Lansing, Mich., president; Fred W. Olds, 305 Dean Apts., Lansing, Mich., secretary; W. H. Hackett, 532 LaSalle Blvd., Lansing, Mich., treasurer.

Lawrence, Mass.—Joseph A. Reynolds, 127 Garden St., Lawrence, Mass., president; Eugene A. Kelley, 40 Trenton St., Lawrence, Mass., secretary; Alice Littlejohn, 232 Tenney St., Methuen, Mass., treasurer.

Lehigh Valley, Pa.—Nelson A. Weiser, 230 N. 13th St., Allentown, Pa., president; James Miller, 611 N. 19th St., Allentown, Pa.; secretary; Chas. K. Weiser, 814 Third St., Fullerton, Pa., treasurer.

Lima, Ohio—Ambrose H. Falk, 637 N. West St., Lima, O., president; Emerson S. Sherow, 1605 W. Wayne St., Lima, O., secretary-treasurer.

Los Angeles, Calif., 339 Western Pacific Bldg., 1031 S. Broadway—Milt Phinney, c/o Guild, president; Jack Thompson, c/o Guild, secretary; Doug White, c/o Guild, treasurer; Vern Partlow, c/o Guild, administrative officer.

Lynn, Mass.—Paul F. Neal, 10 Richard St., Saugus, Mass., president; Fred Bowler, c/o Telegram-News, Lynn, Mass., secretary; Betty Arioli, 11 Parrott St., Lynn, Mass., treasurer.

Macon, Ga.—James Chapman, c/o Telegraph-News, Macon, Ga., president, c/o Tele-St. John, 310 College St., Macon, Ga., secretary; Mary Halliburton, c/o Telegraph-News, Macon, Ga., treasurer.

Madison, Wis.—Aldric Revell, 949 Harvey Terrace, Madison, Wis., president; Miss Matt-Moore Taylor, 425 Hawthorne Court, Madison, Wis., secretary; Florence Johnson, 514 Ludington Ave., Madison, Wis., treasurer.

Manchester, N. H.—Walter Emerson, 290 Prospect St., Manchester, N. H., president; Walter F. Healy, 213 Green St., Manchester, N. H., secretary; Joseph I. Dery, 257 Manchester St., Manchester, N. H., treasurer.

Memphis, Tenn.—R. C. Shuptrine, 2384 Forrest, Memphis, Tenn., president; W. A. Copeland, 1403 S. Willett, Memphis, Tenn., secretary-treasurer.

Milwaukee, Wis., 3174 Plankinton Arcade—Jack Dougherty, 929 Robertson, Wauwatosa, Wis., president; Walter G. Wegner, 1622 E. Menlo Blvd., Milwaukee, Wis., secretary; Albert Mayer, Station F, RR 3, Box 913, Milwaukee, Wis., treasurer.

Minneapolis-St. Paul, 324 Fourth Ave., S.—Ray Thobideau, c/o Guild, president; Janet Salisbury, c/o Guild, secretary; Mrs. Caroline Clogston, c/o Guild, treasurer; John J. Biddison, c/o Guild, executive Secretary.

Monroe, La.—Albert Hand, 2000 Riverside, Monroe, La., secretary; Paul Martin, Rt. 1, W. Monroe, La., treasurer.

Montreal, Canada, Box 1535 Place d'Armes P. O.—Robert Gardner, c/o Guild, president.

Newark, N. J., 8 Federal Sq.—Wm. E. Caine, Jr., c/o Guild, president; Agnes Fahy, c/o Guild, secretary; Wm. L. Callanan, c/o Guild, treasurer.

New Haven, Conn.—George Bronson, 27 Pond Lily Ave., New Haven, Conn., financial secretary.

New Orleans, La.—Ward B. Melody, 826 Bourbon St., New Orleans, La., president; Frances Bryson, 519 St. Ann St., New Orleans, La., secretary; James P. Hearty, 2326½ Camp St., New Orleans, La., treasurer.

New York, N. Y., 40 E. 40th St.—John McManus, c/o Guild, president; Nat Einhorn, c/o Guild, executive secretary; Gladys Bentley, c/o Guild, treasurer.

Northwestern Indiana—Larry George, Indiana Hotel, Hammond, Ind., president; A. J. Kott, 6934 Kennedy Ave., Hammond, Ind., secretary; Wm. Eckman 516 169th St., Hammond, Ind., treasurer.

Norwalk, Conn.—George E. Boyland, 12 Ludlow Manor Rd., S. Norwalk, Conn., president; Edward R. Fay, Jr., 19 River Dr., E. Norwalk, Conn., secretary; Eugene Chariott, 26 Concord St., S. Norwalk, Conn., treasurer.

Omaha, Neb.—James A. Flynn, 4907 Chicago St., Omaha, Neb., president; Irving Greene, 1611 N. 53rd St., Omaha, Neb., treasurer.

Philadelphia-Camden, 219 N. Broad St., Philadelphia, Pa.—Arthur Riordan, c/o Guild, president; Connie Myers, c/o Guild, secretary; Samson Berry, Jr., c/o Guild, treasurer.

Pittsburgh, Pa., Rm. 605, Commonwealth Bldg. Annex—Hilary Doberneck, c/o Guild, president; Helen M. Minear, c/o Guild, secretary; Leo Finegold, c/o Guild, treasurer.

Portland, Me.—Guy V. Sinclair, 105 Tolman St., Westbrover, Me., secretary; Harold W. Bulger, 553 Cumberland Ave., Portland, Me., treasurer.

Portland, Ore.—Loren Milliman, 4106 N. E. Brazee St., Portland, Ore., president; Herbert Lundy, 4332 N. E. 31st Ave., Portland, Ore., secretary; Mrs. Owen C. Cowling, 730 N. W. 20th Ave., Portland, Ore., treasurer.

Reading Pa.—Jack Schanz, 1315 Cleveland Ave., Wyomissing, Pa., president; T. R. Hughes, 405 Reading Ave., W. Reading, Pa., secretary; Robert R. Gerhart, Jr., 1522 N. 14th St., Reading, Pa., treasurer.

Richmond, Va.—Howard Dutcher, 1828 Monument Ave., Richmond, Va., president.

Rochester, N. Y.—J. Roy Elliott, 8 Lake View Park, Rochester, N. Y., president; Chas. F. Cole, 60 Village Lane, Rochester, N. Y., secretary.

Rockford, Ill—C. Hjalmar Nelson, 806 Overlook Rd., Rockford, Ill., president; Herman G. Nelson, 2525 Crosby St., Rockford, Ill., secretary; Hyman Chester, 1821 Harlem Blvd., Rockford, Ill., treasurer.

Sabine-Neches, Tex.—Mrs. Mildred B. Cobb, 805 Center St., Beaumont, Tex., president; L. M. Gardiner, 2311 Pecos Blvd., Beaumont, Tex., secretary; Martha Frasher, 1706 Broadway, Beaumont, Tex., treasurer.

Sacramento Valley, Calif.—Harry P. Bagley, 1848 41st St., Sacramento, Calif., president; Ruth Ward, 3425 Truckee Way, Sacramento, Calif., secretary; Howard Kennedy, 4741 D St., Sacramento, Calif., treasurer.

Saginaw Valley, Mich.—Ray J. Kuhn, 317 Fitzhugh St., Bay City, Mich., president; Fred Howe, 707 S. Wenona, Bay City, Mich., secretary-treasurer.

St. Louis, Mo., 422 Louderman Bldg.—Ray Kringer, 6615 Washington Ave., University City, Mo., president; Quentin P. Gore, 1209 B North 7th St., St. Louis, Mo., secretary; Harold Fitzgerald, 1407 Telegraph Rd., St. Louis, Mo., treasurer; Victor Pasche, c/o Guild, executive-secretary.

Salem, Mass.—Chester W. Hutchings, Jr., 56 Locust St., Danvers, Mass., president; Frank Murphy, 2 Garfield St., Marblehead, Mass., secretary; Foster Chandler, P. O. Box 683, Salem, Mass., treasurer.

Salt Lake City, Utah—Miss LeJeune Whitney, 336 E. S. Temple St., Salt Lake City, Utah, secretary; Marlowe Branagan, 3938 S. Third St., Salt Lake City, Utah, treasurer.

San Antonio, Tex.—C. E. McClelland, c/o The Light, San Antonio, Tex., president; Betty LaRoy, 401 Adams St., San Antonio, Tex., secretary; Marguerite E. Beck, 401 Dunning Ave., San Antonio, Tex., treasurer.

San Diego, Calif., P. O. Box 245—Melvin C. Mayne, c/o Guild, president; Stanley Whilldin, c/o Guild, secretary; Mrs. Olive Weimer, 4478 North Ave., San Diego, Calif., treasurer.

San Francisco-Oakland, Calif., 150 Golden Gate Ave.—Edward McQuade, c/o Guild, president; Dorothy Hart, c/o Guild, secretary; Lucila M. Peterson, c/o Guild, treasurer; Pat Frayne, c/o Guild, executive secretary.

San Jose, Calif.—Steve Murdock, 1685 Shortridge, San Jose, Calif., president; Genevieve McAbee, 2215 South 4th St., San Jose, Calif., secretary; Alice Wade, 374 S. 12th St., San Jose, Calif., treasurer.

Seattle, Wash., 715 Shafer Bldg.—William Schulze, c/o Guild, president; Marie Pearl, c/o Guild, secretary-treasurer; Willard Elsey, c/o Guild, executive secretary.

Sioux City, Iowa—John W. Ralston, 1216 Grandview Bldv., Sioux City, Iowa, president; Charles Milner, 2220 W. Highland, Sioux City, Iowa, secretary; Frank Mercurio, 1314 Villa Ave., Sioux City, Iowa, treasurer.

Springfield, Ohio—John T. Brown, 1452 S. Lowry Ave., Springfield, Ohio, president; Jane E. Bauer, 721 E. High St., Springfield, Ohio, secretary; Karl G. Lind, R.F.D. 3, Springfield, Ohio, treasurer.

Stockton, Calif.—Avery Kizer, 144 W. Fulton St., Stockton, Calif., president; Arnold Williams, 1885 W. Willow St., Stockton, Calif., secretary; Ed St. John, c/o Stockton Record, Stockton, Calif., treasurer.

Syracuse, N. Y.—Philip H. Guptill, 127 Wiman Ave., Syracuse, N. Y., president; Merle A. Jones, 117 Niven St., Syracuse, N. Y., secretary; Miss Letitia Lyon, 621 Walnut Ave., Syracuse, N. Y., treasurer.

Tacoma, Wash., P. O. Box 654—Oscar Adams, 1911 N. Cedar, Tacoma, Wash., president; Casey Davison, 702 South K St., Tacoma, Wash., secretary; Virgil Langdon, c/o Guild, treasurer.

Toledo, Ohio—Richard Pheatt, 1828 Waite Ave., Toledo, Ohio, president; Edward J. Booker, 742 Cloverdale Rd., Toledo, Ohio, secretary.

Toronto, Canada, 405 Manning Chambers—Harry Rowe, c/o Guild, secretary.

Utica, N. Y.—Arthur Vallee, Box 235, Oriskany, N. Y., president; Harold E. Moore, 1108 Linwood Pl., Utica, N. Y., secretary.

Washington, D. C., 210 Kellogg Bldg.—Gordon Cole, c/o Guild, president; Belmont Faries, c/o Guild, secretary; J. Earle Moser, c/o Guild, treasurer.

Wilkes-Barre, Pa.—Joseph F. Collis, 382 Pierce St., Kingston, Pa., president; Anna Poskaitis, 50 Vine St., Plymouth, Pa., secretary-treasurer.

Worcester, Mass.—Hugh G. Kingsley, 134 Elm St., Worcester, Mass., president; Marion R. Rogers, 14 May St., Worcester, Mass., secretary.

Youngstown, Ohio—Stanley Wolfe, 382 Marmion St., Youngstown, Ohio, president; Mary Ellen Apuli, c/o Vindicator, Youngstown, Ohio, secretary.

Zanesville, Ohio—Lester Smith, 1532 May St., Zanesville, Ohio, president; Rose McCoy, 1530 Sharon Ave., Zanesville, Ohio, secretary.

Principal Newspaper Chains of U. S. & Canada

(*Continued from page* 117)

Pres., Record Bldg., Philadelphia, Pa.

THE COPLEY PRESS, INC., 8 Main St., Aurora, Ill. (See I. C. Copley Newspapers). I. C. Copley, Chairman of Board, A. W. Shipton, Pres.; B. P. Alschuler, Vice-Pres.; F. M. James, Treas.-Secy.; C. O. Goodwin, Asst. Treas. and Asst. Secy. Owns outright the five following newspapers, each of which is operated as a separate division. Aurora Beacon-News, Aurora, Illinois. Charles W. Hoefer, Vice-Pres. and Gen. Mgr.; Elgin Courier-News, Elgin, Ill., R. Eaton Fedou, Vice-Pres. and Gen. Mgr.; Joliet Herald-News, Joliet, Ill., John F. Lux, Vice-Pres. and Gen. Mgr.; Illinois State Journal and Illinois State Register, Springfield, Ill., J. Emil Smith, Gen. Mgr.

In addition, this company owns all of the capital stock of the Union-Tribune Publishing Co., San Diego, Calif.

R. B. TERRY NEWSPAPERS—Highpoint (N. C.) Enterprise, Burlington (N. C.) Times-News. Home Office, High Point, N. C.

CANADA

DINGMAN NEWSPAPERS — Stratford (Ont.) Beacon-Herald, St. Thomas (Ont.) Times-Journal. L. H. Dingman, Pres., St. Thomas, Ont.

SIFTON NEWSPAPERS—Winnipeg (Man.) Free Press. J. W. Dafoe, Pres. and Editor-in-Chief; Regina (Sask.) Leader-Post, D. B. Rogers, Editor; J. F. Sweeney, Bus. Mgr.; Saskatoon (Sask.) Star-Phoenix, J. S. Woodward, Man. Ed.; R. M. Cantlon, Bus. Mgr. Victor Sifton, President, Leader-Post and of the Star-Phoenix Co.; and General Manager of the Free Press. Newspapers are operated as autonomous units.

SOUTHAM NEWSPAPERS — Ottawa (Ont.) Citizen, Hamilton (Ont.) Spectator, Calgary (Alta.) Herald, Edmonton (Alta.) Journal, Vancouver (B. C.) Province, Winnipeg (Man.) Tribune. Southam Company Limited, 1070 Bleury St., Montreal. F. N. Southam, Pres.

NEWSPAPERS from EVERYWHERE
HOTALING'S
NEWS AGENCY
TIMES BLDG N.Y.
DEALERS DISTRIBUTORS
OUT-OF-TOWN NEWSPAPERS
FOREIGN PUBLICATIONS
BACK NUMBER NEWSPAPERS
IN NEW YORK SINCE 1905 - WE ARE FOREMOST IN THESE 3 ITEMS
DIAL BRyant 9-0344

YOUTH OR EXPERIENCE!

Experience—

Intelligent writing and editing in these times require solid background, experience, and judgment—the ability to select the good, discard the unworthy.

Youth—

Eagerness and enthusiasm are vital to any publication today. Coupled with ability and intelligence they can be guided to the benefit of the community and the profit of the publisher.

When employers want prompt and selective service, they write or wire

The PERSONNEL BUREAU
of Sigma Delta Chi
James C. Kiper, Director
35 E. Wacker Drive
Chicago, Ill.

A nation-wide non-profit service supported by Sigma Delta Chi, Professional Journalistic Fraternity.

PAY OF MECHANICAL FORCES AS OF JAN. 1, 1943, PRINCIPAL U. S. CITIES

TYPOGRAPHICAL SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	37½	$1.653	37½	$1.720
Chicago, Ill.	36¼	1.655	36¼	1.765
Philadelphia, Pa.	37½	1.351	37½	1.427
Detroit, Mich.	37½	1.613	37½	1.701
Los Angeles, Calif.	37½	1.311	37½	1.377
Cleveland, Ohio	37½	1.454	37½	1.592
Baltimore, Md.	36⅔	1.350	36⅔	1.418
St. Louis, Mo.	36¼	1.434	36¼	1.548
Boston, Mass.	37½	1.540	37½	1.580
Pittsburgh, Pa.	37½	1.408	37½	1.475
Washington, D. C.	35	1.469	35	1.611
San Francisco, Calif.	37½	1.393	37½	1.460
Milwaukee, Wisc.	37½	††1.393	37½	††1.523
Buffalo, N. Y.	37½	1.426	37½	1.493
Minneapolis, Minn.	35	1.450	35	1.530
Cincinnati, Ohio	37½	1.450	37½	1.540
Newark, N. J.	37½	1.520	37½	1.586
Kansas City, Mo.	37½	1.330	37½	1.410
Indianapolis, Ind.	37½	1.370	37½	1.470
Houston, Tex.	37½	1.361	37½	1.427
Seattle, Wash.	35	1.407	35	1.478
Rochester, N. Y.	40	1.340	40	1.410
Denver, Colo.	36⅔	1.395	36⅔	1.467
Louisville, Ky.	40	1.282	40	1.355
Columbus, Ohio	37½	1.440	37½	1.528
Portland, Ore.	36¼	1.324	36¼	1.393
Atlanta, Ga.	40	††1.225	40	††1.287
Dallas, Tex.	37½	1.333	37½	**1.466
				1.400
Memphis, Tenn.	37½	1.266	37½	1.333
St. Paul, Minn.	35	1.384	35	1.470
Toledo, Ohio	37½	1.373	37½	1.446
Birmingham, Ala.	37½	††1.246	37½	††1.306
San Antonio, Tex.	37½	††1.240	37½	††1.300
Providence, R. I.	40	†1.362	40	†1.475
Omaha, Nebr.	40	†1.150	40	†1.216
Oklahoma City, Okla.	40	1.156	40	1.218
Richmond, Va.	40	1.212	40	1.275
Salt Lake City, Utah	36¼	1.290	36¼	1.379
Averages	37.5	$1.378	37.5	$1.458

PRESSMEN SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	37½	$1.500	34½	$1.702
Chicago, Ill.	37½	1.360	35	1.518
Philadelphia, Pa.	37½	1.226	33¾	1.422
Detroit, Mich.	38½	1.436	35-36	1.571
Los Angeles, Calif.	40	1.075	35	*1.228
Cleveland, Ohio	40	1.250	35	1.428
Baltimore, Md.	40	1.162	35	1.328
St. Louis, Mo.	40	††1.143	35	††1.307
Boston, Mass.	42	1.271	36	1.483
Pittsburgh, Pa.	37½	1.262	37½	1.328
Washington, D. C.	37½	1.340	37½	1.440
San Francisco, Calif.	37½	1.286	37½	1.326
Milwaukee, Wisc.	37½	1.246	35	1.371
Buffalo, N. Y.	37½	††1.266	37½	††*1.333
New Orleans, La.	33½	1.100	....	.....
Minneapolis, Minn.	40	1.250	40	1.325
Cincinnati, Ohio	40	††1.240	40	††1.320
Kansas City, Mo.	40	1.153	40	1.207
Indianapolis, Ind.	37½	1.300	37½	1.380
Houston, Tex.	40	1.187	35	1.357
Seattle, Wash.	37½	1.287	35	1.379
Rochester, N. Y.	40	1.225	40	1.308
Denver, Colo.	37½	1.233	35	*1.321
Louisville, Ky.	40	1.282	40	1.355
Columbus, Ohio	40	1.218	40	1.268
Portland, Ore.	37½	1.293	35	*1.421
Atlanta, Ga.	40	1.188	37½	1.268
Dallas, Tex.	37½	1.214	37½	**1.337
				1.226
Memphis, Tenn.	37½	1.246	37½	1.266
St. Paul, Minn.	40	1.200	40	1.250
Toledo, Ohio	37½	††1.273	37½	††1.340
Birmingham, Ala.	40	††1.062	35	††1.214
San Antonio, Texas	40	1.093	40	1.093
Providence, R. I.	40	1.387	38	1.460
Omaha, Nebr.	40	†1.110	40	†1.176
Oklahoma City, Okla.	40	1.125	40	1.187
Salt Lake City, Utah	40	1.000 & 1.062	40	1.062 & 1.125
Averages	38.8	$1.225	37.2	$1.32.

STEREOTYPER SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	37½	$1.466	30	*$1.833
Chicago, Ill.	40	1.345	37½	1.432
Philadelphia, Pa.	37½	1.306	37½	1.360
Detroit, Mich.	40	1.437	35	1.642
Los Angeles, Calif.	37½	1.220	37½	1.286
Cleveland, Ohio	36¼	1.327	36⅔	1.472
St. Louis, Mo.	40	††1.216	35	††1.390
Boston, Mass.	35	1.428	31¾	1.578
Pittsburgh, Pa.	37½	1.277	37½	1.344
Washington, D. C.	37½	1.340	33½	*1.589
San Francisco, Calif.	37½	1.275	37½	1.330
Milwaukee, Wisc.	37½	††1.303	37½	††*1.366
Buffalo, N. Y.	37½	††1.266	37½	††1.333
New Orleans, La.	40	.968	37½	1.100
Minneapolis, Minn.	40	1.250	40	1.325
Cincinnati, Ohio	38¾	1.331	37½	1.450
Kansas City, Mo.	40	1.236	40	1.291
Indianapolis, Ind.	37½	††1.300	37½	††1.400
Houston, Tex.	40	1.218	40	1.250
Seattle, Wash.	35	1.407	35	1.478
Rochester, N. Y.	40	1.276	40	1.360
Denver, Colo.	37½	1.235	37½	1.282
Louisville, Ky.	40	1.282	40	1.355
Columbus, Ohio	40	1.282	40	1.304
Portland, Ore.	37½	1.380	35	1.350
Atlanta, Ga.	40	1.300	40	1.362
Dallas, Tex.	37½	1.258	37½	**1.386
				1.312
Memphis, Tenn.	40	1.168	37½	1.266
St. Paul, Minn.	40	1.212	40	1.262
Toledo, Ohio	37½	††1.306	37½	††1.360
Birmingham, Ala.	40	1.125	40	1.187
San Antonio, Tex.	40	1.137	40	1.137
Providence, R. I.	40	1.412	38	1.487
Omaha, Nebr.	40	†1.150	40	†1.216
Oklahoma City, Okla.	40	1.125	40	1.187
Richmond, Va.	40	1.125	40	1.187
Salt Lake City, Utah	40	1.062	40	1.125
Averages	38.8	$1.258	37.7	$1.351

†Bonus paid over above scales.
††Changes have been agreed to and are before War Labor Board for approval.
*Separate scale and hours for Saturday night.
**Larger night scale is for shifts ending after 3 A. M.

PHOTO-ENGRAVER SCALES

CITY	DAY WORK Contract Hours Per Week	DAY WORK Hourly Wage Rates	NIGHT WORK Contract Hours Per Week	NIGHT WORK Hourly Wage Rates
New York, N. Y.	37½	$1.786	37½	$2.080
Chicago, Ill.	37½	1.666	37½	1.866
Philadelphia, Pa.	37½	1.653	37½(nite)	1.866
			(eve.)	1.786
Cleveland, Ohio	37½	1.626	35	1.885
Baltimore, Md.	40	1.525	40	1.675
St. Louis, Mo.	40	††1.500	38	††1.710
Boston, Mass.	37½	1.547	37½	1.680
Pittsburgh, Pa.	37½	1.653	37½	1.760
Washington, D. C.	37½	1.673	35	**1.950
				1.921
San Francisco, Calif.	37½	1.463	37½	1.533
Milwaukee, Wisc.	37½	1.586	37½	1.720
New Orleans, La.	40	.975	40	1.025
Minneapolis, Minn.	40	††1.450	40	††1.575
Cincinnati, Ohio	37½	1.600	37½	1.680
Kansas City, Mo.	40	1.531	40	1.606
Indianapolis, Ind.	37½	1.530	37½	1.653
Seattle, Wash.	40	1.500	40	1.550
Rochester, N. Y.	40	1.500	40	1.625
Portland, Ore.	40	1.500	40	1.575
Oakland, Calif.	37½	1.483	37½	1.533
Memphis, Tenn.	40	1.375	40	1.500
San Antonio, Tex.	40	1.375	40	1.500
Providence, R. I.	40	1.590	40	1.690
Omaha, Nebr.	40	†1.362	40	†1.487
Oklahoma City, Okla.	40	1.437	36	1.708
Worcester, Mass.	40	1.425	40	1.550
Des Moines, Iowa	40	1.450	40	1.575
Albany, N. Y.	40	1.500	40	1.625
Sacramento, Calif.	39	1.410	39	1.602
Peoria, Ill.	40	1.312	36½	1.440
Duluth, Minn.	40	1.250	40	1.350
Springfield, Ill.	40	1.250	40	1.375
Topeka, Kansas	40	1.375	....	.....
Averages	39.1	$1.480	38.6	$1.637

†Bonus paid over above scales.
††Changes have been agreed to and are before War Labor Board for approval.
**Larger scale is for second night shift.

MAILER SCALES

New York, N. Y.	40	$1.154	37	$1.303
Chicago, Ill.	40	1.045	37½	1.182
Los Angeles, Calif.	37½	1.028	37½	1.063
Cleveland, Ohio	40	1.050	35	1.200
St. Louis, Mo.	40	1.093	35	1.250
Boston, Mass.	40	1.170	40	1.210
Pittsburgh, Pa.	37½	1.120	37½	1.186
San Francisco, Calif.	37½	1.116	37½	1.136
Milwaukee, Wisc.	37½	††1.053	37½	††1.153
Minneapolis, Minn.	40	1.050	40	1.110
Cincinnati, Ohio	38¾	1.114	38½	1.183
Kansas City, Mo.	40	1.037	40	1.087
Indianapolis, Ind.	38	1.140	38	1.220
Seattle, Wash.	37½	1.126	35	1.207
Portland, Ore.	40	1.125	37½	1.200
Memphis, Tenn.	40	1.043	37½	1.133
Toledo, Ohio	37½	1.066	37½	1.133
Oklahoma City, Okla.	40	.937	40	.987
Des Moines, Iowa	40	††1.092	40	††1.205
Salt Lake City, Utah	40	.937	40	.968
Evansville, Ind.	35	.893	35	.940
El Paso, Tex.	33½	.875	33½	.950
Averages	38.6	*1.057	37.6	$1.137

††Changes have been agreed to and are before War Labor Board for approval.

PULITZER AWARDS FOR 1941, MADE 1942

A precedent was set in Pulitzer journalism prizes this year when the annual $500 gold medal for disinterested public service was awarded to the Los Angeles Times for its successful battle in the courts to reaffirm the right of newspapers to comment on judicial cases in which verdicts have been rendered. The award marked the first time a newspaper was so honored for a crusade in jurisprudence rather than a campaign in its own news columns.

This year's awards also witnessed the first major changes in the journalism prizes in 25 years. Recognition was given in three new fields—news photography and telegraphic reporting of both national and international affairs—bringing to seven the number of $500 cash prizes awarded to individuals.

A $500 gold medal for the most disinterested and meritorious public service rendered by an American newspaper: The Los Angeles Times, for "its successful campaign which resulted in the clarification and confirmation for all American newspapers of the right of free press as guaranteed under the Constitution."

Editorial Writing ($500)—Geoffrey Parsons, chief editorial writer, New York Herald Tribune. "The selection of these editorials over others of great distinction and to the same patriotic service," the citation read, "was chiefly influenced by a wish to recognize an outstanding instance where political affiliation was completely subordinated to the national welfare and a newspaper firmly led its party to higher grounds."

Cartooning ($500)—Herbert Lawrence Block, of NEA Service, who signs his work, "Herblock," for a cartoon entitled "British Plane." It depicted citizens of an occupied city smiling as a German soldier apprehensively gazes skyward at the sound of a British bomber. The cartoon appeared in various newspapers on March 7, 1941.

Telegraphic Reporting of International Affairs ($500)—Larry Allen, Associated Press, for his stories of the activities of the British Mediterranean Fleet, written as an accredited correspondent attached to the fleet.

Telegraphic Reporting of National Affairs ($500)—Louis Stark, New York Times labor correspondent in Washington, for his reporting of important labor stories.

Local or Regional Reporting ($500)—Stanton Delaplane, San Francisco Chronicle, for his articles on the movement of several California and Oregon counties to secede to form a forty-ninth state.

Interpretative Correspondence ($500)—Carlos P. Romulo, publisher of the Manila Philippines Herald and three other newspapers in the Philippines, for his observation and forecasts of Far Eastern developments during a tour of the trouble centers from Hongkong to Batavia last year.

News Photography ($500)—Milton Brooks, Detroit News, for his photograph entitled "Ford Strikers Riot," which also won the $100 first prize in EDITOR & PUBLISHER'S Seventh Annual News Photo Contest.

PRIZES IN LETTERS

The prizes in letters, $500 each, included awards to Margaret Leech, for "Reveille in Washington," as the best history, and to Forrest Wilson for "Crusader in Crinoline," as the best biography.

Ellen Glasgow's "In This Our Life" was chosen the best novel and William Rose Benet's "The Dust Which Is God" was named the best volume of verse. No award was made for the best play.

The trustees postponed the nominations usually announced for three travel scholarships to graduates of the School of Journalism.

Members of the Advisory Board which makes recommendations for awards to the Columbia trustees, are:

Joseph Pulitzer, Jr., publisher of the St. Louis Post-Dispatch, chairman; Dr. Nicholas Murray Butler, president of Columbia University; Sevellon Brown, Providence (R. I.) Journal; Kent Cooper, general manager, Associated Press; Julian La Rose Harris, Chattanooga (Tenn.) Times; Walter M. Harrison, Oklahoma City Oklahoman; Arthur M. Howe, of 205 Rugby Road, Brooklyn; Frank R. Kent, Baltimore Sun; Arthur Krock, New York Times; Robert Lincoln O'Brien, Washington, D. C.; Stuart H. Perry, Adrian (Mich.) Daily Telegram; Harold S. Pollard, New York World-Telegram, and William Allen White, Emporia (Kan.) Gazette. Dean Carl W. Ackerman of the Columbia University Graduate School of Journalism, was secretary of the board but not a member.

GENERAL ELECTRIC

GENERAL OFFICE—SCHENECTADY, N. Y.

Offices in Principal Cities

G-E PRODUCTS FOR THE PRINTING INDUSTRY

DOUBLE-MOTOR PRINTING PRESS DRIVES

Available for a-c or d-c service in ratings from 5 hp to 200 hp. General Electric offers a complete co-ordinated system, including full-automatic control.

A-C AND D-C CONSTANT- AND ADJUSTABLE-SPEED MOTORS

A complete line to fit the power needs of every type of printing-press drive.

BRUSH-SHIFTING MOTORS SINGLE- AND THREE-PHASE

Inexpensive and easy to install. Eminently suited for various types of printing machinery with heavy production schedules. Available in ratings ¼ hp to 3 hp, single-phase. 2 to 50 hp, 3-phase.

PRESET SPEED CONTROL, HAND AND REMOTE, FOR ALL MOTORS

A-c and d-c, reversing or nonreversing printing-press controllers, 1 to 40 hp.

SPEED-VARIATOR EQUIPMENTS

Adjustable-speed drives for all types of graphic-arts machinery that demand fast acceleration and quick stopping. Rating, 1 to 40 hp. Speed ranges up to 8:1.

ELECTRIC HEATING EQUIPMENT FOR TYPE-METAL MELTING

Complete automatic heating system for stereotype, electrotype, and remelting furnaces, and for the various types of type-casting machinery.

PHOTOELECTRIC REGISTER CONTROL EQUIPMENT

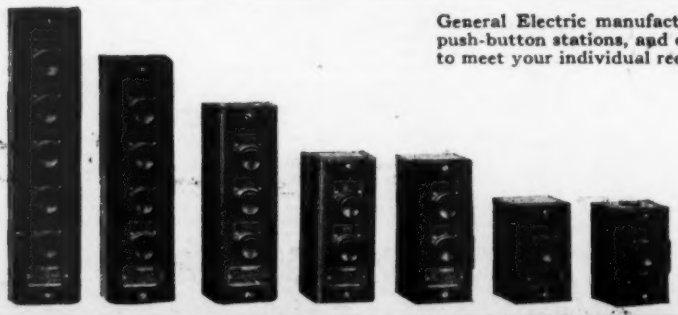
Color-register control for rotary gravure presses—web register control—side register control.

SPECIAL SAFETY EQUIPMENT FOR GRAVURE PLANTS

A complete line of totally enclosed, separately force-ventilated, and explosion-proof drives and accessories.

SPECIALIZED ACCESSORIES

Cylinder brakes—limit switches—web-break detectors—web breakers—signal systems—push-button stations—switchgear—power and control cable.



General Electric manufactures many styles of push-button stations, and other control devices to meet your individual requirements.

General Electric offers Tri-Clad* motors in sizes up to 100 hp, as well as other complete lines of both a-c and d-c motors for the printing industry.

*Reg. U. S. Pat. Off.

GENERAL ELECTRIC

GENERAL OFFICE—SCHENECTADY, N. Y.
Offices in Principal Cities

HOW TO MAKE YOUR ELECTRIC DRIVES LAST LONGER AND WORK BETTER

KEEP THEM CLEAN

1. Blow out with clean, dry air.
2. Wipe off with a cloth.
3. Protect them from dirt, moisture, and fumes.

KEEP THEM LUBRICATED

1. Flush, and reoil or repack bearings.

KEEP ELECTRICAL CONTACTS SMOOTH AND BRIGHT

1. Dress and true sliding contacts.
2. Remove burs and pits from contact tips, or replace if badly worn.

KEEP INFORMED

1. Become familiar with the instruction book.
2. Check loads on motors and control.
3. Listen, look, and feel for any drive troubles.

KEEP SPARE PARTS ON HAND

1. Know what each part is.
2. Know where each part is.
3. Know where each part can be used.
4. Keep your parts stock clean and in good order.

KEEP THEM GENERAL ELECTRIC WITH GENUINE G-E RENEWAL PARTS

G-E SERVICE SHOPS

Atlanta, Ga. ..... 496 Glenn Street, Southwest
Buffalo, N. Y. ..... 318 Urban Street
Charleston, W. Va. ..... 306 MacCorkle Avenue, Southeast
Chicago, Ill. ..... 849 South Clinton Street
Cincinnati, Ohio ..... 215 West Third Street
Cleveland, Ohio ..... 4966 Woodland Avenue
Dallas, Texas ..... 1801 North Lamar Street
Detroit, Mich. ..... 5950 Third Avenue
Houston, Texas ..... 1312 Live Oak Street
Kansas City, Mo. ..... 819 East Nineteenth Street
Los Angeles, Calif. ..... 733 Banning Street
Milwaukee, Wis. ..... 940 West St. Paul Avenue
Minneapolis, Minn. ..... 410 Third Avenue, North
New York, N. Y. ..... 416 West Thirteenth Street
Philadelphia, Pa. ..... 429 North Seventh Street
Pittsburgh, Pa. ..... 6519 Penn Avenue
St. Louis, Mo. ..... 1110 Delmar Boulevard
Salt Lake City, Utah ..... 141 South Third West Street
San Francisco, Calif. ..... 361 Bryant Street
Seattle, Wash. ..... 1508 Fourth Avenue, South
West Lynn, Mass. ..... 920 Western Avenue

Special service divisions are also maintained at some of the principal Works of the Company.

NEWSPAPER LINAGE, 23 CHIEF CITIES, 1934-1942

Newspapers in 23 large cities of the United States during 1942 printed 830,550,086 agate lines of advertising, a loss of 5.3 per cent from the volume in the same cities during 1941. This table, a continuous record on these cities since 1933, includes advertising published in the following newspapers during 1942:

Atlanta Constitution, Atlanta Journal, Baltimore American, Baltimore News-Post, Baltimore Sun, Baltimore Evening Sun, Birmingham Age-Herald, Birmingham News, Birmingham Post, Boston Record-American, Boston Globe, Boston Herald-Traveler, Boston Post, Boston Sunday Advertiser, Buffalo Courier-Express, Buffalo News, Chicago Herald-American, Chicago Daily News, Chicago Sun, Chicago Times, Chicago Tribune, Cincinnati Enquirer, Cincinnati Post, Cincinnati Times-Star, Cleveland News, Cleveland Plain Dealer, Cleveland Press, Detroit Free Press, Detroit News, Detroit Times, Houston Chronicle, Houston Post, Houston Press, Indianapolis News, Indianapolis Star, Indianapolis Times, Kansas City Star & Times, Los Angeles Examiner, Los Angeles Herald & Express, Los Angeles Daily News, Los Angeles Times, Milwaukee Journal, Milwaukee Sentinel, Minneapolis Tribune, Minneapolis Times, Minneapolis Star-Journal, New Orleans Item, New Orleans States, New Orleans Times-Picayune, New York Journal-American, New York Mirror, New York News, New York Post, New York Sun, New York World-Telegram, New York Times, New York Herald Tribune, New York Bronx Home News, Brooklyn Eagle, Philadelphia Bulletin, Philadelphia Inquirer, Philadelphia News, Philadelphia Record, Portland Oregon Journal, Portland Oregonian, St. Louis Globe-Democrat, St. Louis Post-Dispatch, St. Louis Star-Times, St. Paul Dispatch, St. Paul Pioneer Press, San Francisco Examiner, San Francisco Chronicle, San Francisco Daily News, San Francisco Call-Bulletin, Washington Post, Washington Star, Washington News, and Washington Times-Herald.

1942

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,703,563	1,700,821	2,029,673	1,822,282	2,004,351	1,649,802	1,588,541	1,812,427	2,233,673	2,109,665	2,218,022	2,151,356	23,024,176
Baltimore	2,987,640	3,023,399	3,770,237	3,661,245	3,701,259	3,444,909	2,924,994	3,306,613	3,791,117	4,286,044	4,501,365	4,349,410	43,748,232
Birmingham	1,573,486	1,603,752	1,869,409	1,996,752	1,985,091	1,685,280	1,720,160	1,699,490	1,859,239	2,024,867	2,064,860	2,222,744	22,305,130
Boston	2,875,974	2,632,324	3,199,941	3,286,591	3,292,288	2,929,176	2,374,984	2,815,568	3,334,523	3,991,570	3,965,725	3,989,251	38,687,915
Buffalo	1,645,875	1,708,161	2,095,707	2,184,130	2,208,790	2,078,572	1,687,721	1,884,892	2,172,158	2,608,666	2,647,303	2,727,930	25,649,905
Chicago	3,858,165	3,913,711	4,800,566	4,804,229	4,715,702	4,281,397	3,493,196	4,006,520	4,494,564	5,311,401	5,538,903	5,341,407	54,559,761
Cincinnati	2,004,725	1,994,324	2,539,338	2,502,593	2,494,037	2,298,859	2,035,072	2,026,688	2,399,918	2,601,948	2,860,065	2,759,852	23,517,419
Cleveland	2,319,674	2,225,157	2,816,091	2,645,369	2,811,401	2,587,689	2,255,583	2,506,118	2,715,192	3,203,482	3,219,842	3,292,891	32,598,489
Detroit	3,046,933	3,102,670	3,791,345	3,812,435	3,877,745	3,566,102	3,162,319	3,464,350	3,968,258	4,301,330	4,543,774	4,451,754	45,089,015
Houston	2,029,849	1,971,137	2,370,801	2,355,360	2,445,098	2,088,877	2,262,423	2,086,046	2,192,823	2,405,175	2,472,314	2,507,722	27,187,625
Indianapolis	2,342,249	2,234,617	2,678,377	2,718,129	2,613,540	2,377,288	2,246,877	2,264,764	2,620,224	2,992,761	2,971,836	3,157,481	31,218,143
Kansas City	1,970,247	1,833,249	2,100,402	1,837,837	1,888,448	1,652,021	1,609,652	1,700,596	1,778,796	1,997,689	2,132,780	2,039,218	22,540,935
Los Angeles	3,262,891	3,216,458	3,808,800	3,733,161	3,858,291	3,560,688	3,478,462	3,645,282	3,956,365	4,223,536	4,583,584	4,165,186	45,492,704
Milwaukee	1,951,781	2,017,185	2,421,668	2,411,232	2,448,040	2,060,802	1,710,714	1,970,253	2,326,874	2,585,316	2,719,626	2,729,075	27,352,566
Minneapolis	1,684,381	1,511,531	1,844,502	1,950,334	1,805,097	1,740,334	1,495,715	1,691,542	1,877,389	1,958,403	1,921,281	1,893,358	21,373,867
New Orleans	2,206,948	2,185,252	2,666,764	2,653,804	2,694,937	2,371,430	2,278,542	2,444,933	2,503,661	2,925,830	2,848,808	3,081,404	30,862,313
New York	7,551,447	6,950,027	8,871,485	8,438,861	8,592,553	7,966,484	6,427,193	7,418,617	9,087,029	9,916,228	10,793,001	9,684,782	101,697,707
Philadelphia	3,552,248	3,621,102	4,184,856	4,065,721	4,079,940	3,636,065	3,281,103	3,479,732	4,118,092	4,757,788	4,834,811	4,922,846	48,534,304
Portland Ore.	1,498,568	1,478,779	1,919,652	1,991,645	1,981,816	1,882,190	1,804,435	1,953,591	2,092,129	2,208,433	2,213,821	2,016,075	23,041,134
St. Louis	2,132,411	2,237,343	2,647,439	2,674,226	2,590,913	2,243,629	2,105,428	2,322,269	2,596,138	2,981,347	2,968,012	2,884,819	30,383,974
St. Paul	1,232,192	1,187,336	1,521,396	1,657,162	1,493,720	1,385,384	1,180,492	1,305,387	1,524,286	1,597,089	1,689,192	1,601,555	17,375,191
San Francisco	2,408,100	2,312,381	2,760,276	2,693,849	2,810,677	2,503,173	2,302,579	2,518,078	2,642,306	2,970,108	3,205,193	2,982,172	32,108,892
Washington	4,041,455	4,074,328	4,870,097	4,804,305	4,950,189	4,561,329	4,139,937	4,261,644	4,827,358	5,306,854	5,603,184	5,760,009	57,200,689
Monthly totals	59,880,802	58,735,044	71,578,822	70,701,252	71,343,923	64,551,480	57,566,122	62,585,400	71,112,112	79,265,530	82,517,302	80,712,297	830,550,086

1941

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,818,237	1,985,595	2,383,747	2,315,501	2,423,846	2,006,404	1,627,081	1,966,890	2,198,311	2,542,778	2,556,618	2,645,419	26,470,427
Baltimore	2,915,799	2,956,039	3,732,866	3,838,667	3,920,909	3,597,558	2,830,194	3,033,952	3,551,170	4,279,227	4,109,046	4,094,930	42,860,355
Birmingham	1,821,726	1,671,738	2,034,351	2,063,689	2,132,231	1,832,177	1,601,326	1,686,772	1,642,631	2,029,037	1,980,757	2,231,940	22,428,377
Boston	3,038,662	2,946,044	3,475,388	3,872,210	3,746,918	3,294,918	2,338,792	2,688,291	3,538,893	3,966,478	4,019,574	3,841,185	40,767,353
Buffalo	1,689,788	1,739,851	2,165,845	2,421,842	2,453,178	2,149,889	1,618,345	1,918,489	2,258,640	2,679,315	2,493,897	2,673,583	26,262,662
Chicago	3,715,379	3,826,452	4,998,242	5,144,859	5,105,881	4,507,684	3,325,508	3,738,539	4,446,456	5,084,469	4,963,894	5,322,235	54,179,598
Cincinnati	2,095,596	2,125,211	2,559,274	2,873,899	2,950,899	2,530,791	2,007,892	2,094,562	2,580,897	2,890,162	2,921,578	2,981,877	30,612,638
Cleveland	2,541,001	2,457,368	3,023,260	3,022,539	3,230,737	2,762,118	2,224,691	2,479,948	2,792,451	3,195,082	3,219,830	3,233,544	34,182,569
Detroit	3,279,711	3,346,040	4,002,941	4,065,992	4,081,301	3,641,926	2,924,159	3,047,951	3,710,926	4,148,972	4,287,639	4,240,696	44,778,254
Houston	2,116,808	2,215,603	2,540,604	2,684,311	2,948,273	2,523,795	2,136,259	2,425,020	2,514,089	3,014,584	2,604,535	2,976,211	30,700,092
Indianapolis	2,340,839	2,322,911	2,889,578	3,102,316	3,199,131	2,716,447	2,328,807	2,456,131	2,808,468	3,241,717	3,065,674	3,574,316	34,046,335
Kansas City	2,032,123	2,097,164	2,470,180	2,583,318	2,654,001	2,238,188	1,971,876	2,159,990	2,284,419	2,615,119	2,591,861	2,522,396	28,220,635
Los Angeles	3,476,696	3,384,592	4,072,365	4,071,395	4,174,882	3,787,057	3,509,569	3,652,208	3,874,548	4,242,872	4,439,086	4,149,875	46,835,145
Milwaukee	2,133,733	2,209,895	2,788,871	2,778,026	2,884,329	2,594,680	1,919,483	2,197,734	2,659,054	2,781,896	2,846,470	2,921,195	30,715,366
Minneapolis	1,621,197	1,456,839	1,911,347	2,127,915	2,542,774	2,102,142	1,591,111	1,858,190	2,087,301	2,191,235	2,006,680	1,972,882	23,469,612
New Orleans	2,456,133	2,388,914	2,948,058	2,977,837	2,961,060	2,700,086	2,449,366	2,486,578	2,642,666	2,870,362	2,970,906	3,395,286	33,247,251
New York	7,773,408	7,531,572	9,436,484	9,766,293	9,509,912	9,024,253	6,386,736	7,074,259	9,465,292	10,499,981	10,770,800	10,180,307	107,419,297
Philadelphia	4,007,714	3,950,622	4,661,494	4,859,006	4,909,607	4,352,732	3,490,382	3,598,657	4,799,326	5,331,839	5,162,203	5,039,729	54,163,311
Portland, Ore.	1,797,053	1,813,676	2,179,890	2,229,239	2,217,931	2,061,537	1,757,530	1,794,777	1,914,031	2,063,437	1,985,823	1,981,873	23,796,797
St. Louis	2,202,399	2,339,232	2,821,507	2,796,869	2,787,218	2,580,378	2,048,016	2,127,113	2,587,137	2,922,525	2,917,252	2,862,822	30,992,468
St. Paul	1,313,963	1,287,406	1,655,112	1,864,733	1,711,424	1,507,388	1,093,932	1,320,175	1,592,567	1,735,070	1,607,906	1,667,454	18,357,130
San Francisco	2,546,823	2,597,514	3,201,785	3,129,433	3,298,914	2,956,623	2,481,218	2,708,663	2,817,317	3,262,044	3,211,700	3,045,353	35,257,387
Washington	4,032,520	4,126,928	4,862,221	4,946,334	5,241,397	4,971,612	3,900,316	3,997,916	4,686,613	5,450,040	5,772,299	5,848,338	57,836,534
Monthly totals	62,467,308	62,777,206	76,815,408	79,536,223	81,086,753	72,440,383	57,562,589	62,512,805	73,453,203	83,038,241	82,506,028	83,403,446	877,599,593

1940

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,694,820	2,022,767	2,396,358	2,191,508	2,466,363	1,967,518	1,618,109	2,053,728	2,384,084	2,502,910	2,349,357	2,762,498	26,410,020
Baltimore	2,627,877	2,810,167	3,538,142	3,400,973	3,799,388	3,304,822	2,559,528	2,768,499	3,420,232	3,893,134	3,673,625	3,874,231	39,670,618
Birmingham	1,342,915	1,682,901	2,059,379	1,914,138	2,002,274	1,719,028	1,470,429	1,743,614	1,938,406	1,999,466	1,998,156	2,222,526	22,103,232
Boston	3,297,701	3,084,794	3,946,169	3,804,865	4,129,085	3,274,712	2,292,706	2,534,495	3,496,620	3,960,656	3,609,877	4,042,281	41,473,961
Buffalo	1,573,985	1,715,374	2,086,345	2,137,295	2,353,458	1,958,614	1,502,940	1,742,766	2,141,765	2,473,063	2,367,552	2,432,225	24,485,382
Chicago	3,500,026	3,789,532	4,871,261	4,847,852	5,016,567	4,346,291	3,122,964	3,528,749	4,420,851	4,925,120	4,646,021	4,741,329	51,756,563
Cincinnati	1,930,909	2,134,022	2,622,073	2,777,460	2,785,268	2,319,845	1,833,390	1,963,181	2,402,367	2,647,148	2,590,529	2,798,640	28,804,832
Cleveland	2,382,570	2,435,739	2,963,517	2,889,713	3,208,759	2,709,372	2,165,312	2,433,401	2,708,355	3,041,112	3,027,592	3,111,485	33,076,927
Detroit	2,964,651	3,119,231	3,789,333	3,687,612	4,006,762	3,509,080	2,682,610	2,810,907	3,794,921	4,020,556	3,864,714	4,231,054	42,481,431
Houston	2,119,772	2,179,021	2,817,105	2,631,386	2,894,031	2,536,017	2,143,123	2,332,263	2,641,343	2,882,690	2,746,367	3,287,692	31,210,810
Indianapolis	2,171,188	2,316,990	2,762,128	2,758,539	3,011,545	2,508,834	2,146,216	2,282,384	2,653,636	2,995,184	2,813,675	3,194,666	31,614,985
Kansas City	1,840,434	2,013,643	2,480,726	2,344,569	2,481,925	2,142,478	1,892,650	2,170,873	2,429,043	2,521,151	2,568,248	2,588,359	27,474,099
Los Angeles	3,692,134	3,783,160	4,524,013	3,850,311	4,007,058	3,718,700	3,271,906	3,373,856	3,796,145	4,017,534	3,957,435	3,992,359	45,984,611
Milwaukee	2,054,494	2,210,822	2,675,812	2,637,691	2,630,441	2,302,712	1,724,782	1,985,606	2,500,840	2,689,487	2,558,062	2,789,859	28,760,608
Minneapolis	1,633,066	1,541,971	1,951,091	2,041,552	2,070,479	1,809,271	1,443,449	1,679,099	1,940,461	2,029,683	1,843,033	1,944,230	21,927,417
New Orleans	2,552,006	1,565,463	3,094,593	3,022,295	3,189,333	2,753,245	2,465,699	2,721,736	2,857,489	3,057,500	3,164,042	3,772,309	35,215,712
New York	7,847,044	7,631,075	9,816,785	9,400,346	9,713,945	8,852,801	6,118,153	6,572,153	9,704,160	10,473,603	9,835,269	10,264,780	106,230,114
Philadelphia	3,797,707	3,772,797	4,403,401	4,483,216	4,689,225	4,283,905	3,310,756	3,347,203	4,508,214	5,047,243	4,604,259	4,712,257	50,960,183
Portland, Ore.	1,548,401	1,703,077	1,973,200	1,957,514	2,135,015	1,907,566	1,628,274	1,791,649	2,062,665	2,089,813	1,957,100	2,071,286	22,825,560
St. Louis	2,045,800	2,379,183	2,884,115	2,786,331	2,986,351	2,649,729	2,036,206	2,075,861	2,772,993	2,955,496	2,726,547	2,859,986	31,158,598
St. Paul	1,343,971	1,352,837	1,662,640	1,833,992	1,744,530	1,447,973	1,140,708	1,364,528	1,716,410	1,725,676	1,589,412	1,589,019	18,511,696
San Francisco	2,534,646	2,622,896	3,114,501	3,034,539	3,316,275	2,872,580	2,410,149	2,725,595	2,887,701	3,200,805	3,017,933	3,089,634	34,827,254
Washington	3,765,777	4,054,390	4,895,571	4,654,201	5,220,536	4,732,112	3,796,751	3,832,978	4,839,139	5,341,325	5,138,648	5,739,385	56,010,813
Monthly totals	60,261,928	62,921,852	77,328,258	75,087,898	79,858,613	69,627,205	54,776,810	59,845,124	74,017,840	80,490,355	76,647,453	82,112,090	852,975,426

1939

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,906,684	1,947,060	2,484,324	2,385,026	2,493,076	2,148,029	1,997,714	2,290,026	2,512,049	2,805,514	2,773,215	2,969,313	28,712,030
Baltimore	2,486,439	2,546,311	3,509,806	3,319,614	3,429,800	3,324,025	2,508,844	2,625,747	3,211,310	3,879,694	3,634,756	3,667,068	38,143,414
Birmingham	1,317,074	1,429,804	1,898,168	1,733,662	1,733,317	1,723,869	1,474,961	1,554,775	1,773,007	1,993,778	1,939,192	2,000,192	20,572,342
Boston	3,244,013	2,880,829	3,614,488	3,979,855	2,928,255	3,633,982	2,648,881	2,853,838	3,786,766	4,573,584	4,339,344	4,255,743	43,739,578
Buffalo	1,726,815	1,789,083	2,515,253	2,510,623	2,621,015	2,372,820	1,701,728	1,676,723	2,107,639	2,423,043	2,276,324	2,289,492	26,010,538
Chicago	3,523,250	3,579,061	4,984,585	5,045,278	4,699,373	4,526,320	3,233,847	3,550,301	4,210,929	4,736,576	4,639,614	4,478,972	51,208,106
Cincinnati	1,896,129	1,852,416	2,625,746	2,445,297	2,527,591	2,239,585	1,777,798	1,921,755	2,194,640	2,624,061	2,670,974	2,726,441	27,502,463
Cleveland	2,147,096	2,176,611	2,740,585	2,623,488	2,912,468	2,729,606	2,161,036	2,263,646	2,509,108	3,090,712	2,939,687	3,090,662	31,384,705
Detroit	2,721,227	2,708,656	3,418,802	3,633,364	3,567,699	3,316,148	2,574,101	2,732,446	3,253,937	4,036,671	3,737,101	3,831,991	39,532,143
Houston	1,996,550	1,982,906	2,501,918	2,642,060	2,523,825	2,423,444	2,048,792	2,173,436	2,607,943	2,737,771	2,733,377	3,206,949	29,578,971
Indianapolis	1,954,267	1,937,740	2,606,777	2,543,744	2,675,243	2,536,467	2,038,476	2,147,456	2,544,904	2,897,024	2,750,586	3,170,431	29,813,115
Kansas City	1,950,804	1,853,546	2,318,118	2,397,945	2,308,388	2,143,947	1,803,080	1,963,414	2,232,881	2,581,106	2,401,278	2,611,717	26,566,224
Los Angeles	3,679,938	3,562,846	4,311,040	4,189,655	4,252,865	4,067,229	3,419,626	3,679,333	3,657,819	4,556,286	4,264,427	4,277,209	47,918,273
Milwaukee	2,015,320	1,919,366	2,540,477	2,497,914	2,427,433	2,239,264	1,676,754	1,829,211	2,277,358	2,629,840	2,537,457	2,665,338	27,255,732
Minneapolis	1,893,041	1,607,874	2,346,581	2,365,789	2,438,806	2,163,151	1,763,695	1,884,225	2,122,547	2,276,868	1,971,719	2,042,876	24,877,172
New Orleans	2,423,908	2,451,496	2,919,614	2,846,434	2,911,541	2,692,066	2,574,729	2,598,496	2,743,451	3,299,855	3,020,011	3,525,851	34,007,452
New York	7,924,633	7,472,598	9,706,802	9,935,616	9,474,147	9,239,879	6,602,608	6,950,593	9,023,170	10,813,008	9,980,331	9,983,575	107,106,960
Philadelphia	3,586,166	3,388,693	4,310,885	4,247,929	4,347,745	3,948,870	3,071,200	3,255,254	4,173,651	5,027,697	4,691,781	4,736,144	48,795,915
Portland, Ore.	1,688,339	1,726,561	2,075,561	2,231,559	2,171,404	2,015,733	1,811,860	1,913,540	1,915,203	2,121,607	1,888,410	1,916,207	23,475,695
St. Louis	2,078,290	2,234,579	2,843,261	2,784,850	2,760,463	2,586,655	2,059,576	2,108,097	2,555,523	3,033,589	2,810,026	2,726,135	30,581,044
St. Paul	1,322,294	1,102,358	1,662,166	1,746,925	1,694,980	1,604,478	1,240,139	1,435,523	1,794,496	1,860,909	1,731,113	1,688,653	18,884,034
San Francisco	2,595,304	2,815,736	3,070,761	3,045,936	3,189,723	2,899,945	2,449,394	2,709,976	2,859,917	3,304,876	3,108,443	2,900,703	34,095,714
Washington	4,083,129	3,637,131	4,599,607	4,613,164	4,794,953	4,648,318	3,682,995	3,685,669	4,549,199	5,407,036	3,034,737	5,247,248	51,983,186
Monthly totals	60,160,710	58,603,261	75,605,036	75,765,727	75,884,110	71,223,830	56,321,834	59,813,510	70,617,347	82,711,105	75,873,903	80,009,453	842,589,826

Among Forthcoming Books

"THE AMERICAN NEWSPAPER IN THE WAR"

Something like that will be the title of a book which must be written as soon after The Victory as it can be done.

That book must be universally distributed—it should become a Must textbook in all American High Schools and Colleges.

The Author must be exceptionally qualified both as a sound newspaperman and as a competent current historian.

Such a book will do more than simply enumerate and evaluate the obvious contributions of the newspaper industry to all phases of the national war effort. It will identify completely and objectively THE NEWSPAPER as the one sine qua non for the functioning of democracy in the conduct of The Republic.

From its humble beginning as the fettered Boston News Letter, which could not print all the news, through every forward step toward a complete democratic ideal, The Newspaper has been the constant Lighthouse of Liberty, showing the way.

That same Lighthouse has attended the development of American Business along its way of marvelous progress. This phase of the newspaper function is inseparable from its primary job. As the standards of individual and national thinking have been inspired by and reflected in The Newspaper, so have the ever-increasing standards of living been influenced by the News of Business, which we call Advertising.

In treating of the part played by The Newspaper in Business, the author of "The American Newspaper in the War" will find Media Records an invaluable data source.

MEDIA RECORDS

New York • Chicago • Columbus • San Francisco

1938

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,799,111	1,839,905	2,136,828	2,056,940	2,358,586	1,597,837	1,713,066	2,109,030	2,381,090	2,469,783	2,573,096	2,925,173	26,320,445
Baltimore	2,627,371	2,600,266	3,390,759	3,432,966	3,325,340	3,050,937	2,370,908	2,394,130	3,236,571	3,708,915	3,393,068	3,532,184	37,063,475
Birmingham	1,350,696	1,431,064	1,739,715	1,834,543	1,634,580	1,485,967	1,312,970	1,412,502	1,697,153	1,547,007	1,777,543	1,878,133	19,201,873
Boston	3,228,571	2,816,268	3,373,941	3,789,340	3,936,815	3,373,411	2,569,060	2,745,539	3,784,211	4,308,417	4,226,715	4,273,407	42,425,698
Buffalo	2,026,030	2,000,507	2,450,633	2,586,986	2,533,233	2,193,460	1,630,884	1,754,627	2,387,120	2,711,908	2,477,996	2,649,128	27,402,512
Chicago	3,958,437	4,178,716	5,274,546	5,078,341	5,149,044	4,642,548	3,433,463	3,529,466	4,341,424	4,705,248	4,790,760	4,683,620	54,265,613
Cincinnati	1,957,933	1,851,399	2,363,415	2,416,185	2,380,006	2,038,363	1,689,891	1,674,240	2,247,884	2,468,107	2,590,909	2,713,332	26,391,664
Cleveland	2,471,290	2,278,575	2,692,273	2,612,776	2,682,041	2,361,781	1,902,642	1,987,868	2,452,211	2,847,399	2,687,911	2,900,683	29,877,450
Detroit	2,801,840	2,582,547	3,132,242	3,211,272	3,164,600	2,726,580	2,231,128	2,276,129	3,046,797	3,512,841	3,582,308	3,538,727	35,807,011
Houston	1,884,170	2,081,167	2,251,050	2,431,677	2,383,305	2,158,727	2,051,163	1,975,010	2,411,818	2,366,104	2,447,639	2,795,665	27,237,495
Indianapolis	2,020,350	1,919,756	2,417,292	2,406,597	2,387,541	2,116,286	1,846,828	1,834,842	2,403,748	2,540,041	2,589,649	2,866,843	27,357,773
Kansas City	1,910,044	1,887,093	2,237,243	2,335,208	2,311,295	2,056,216	1,869,366	1,814,502	2,188,417	2,336,299	2,312,983	2,373,307	25,661,903
Los Angeles	3,611,298	3,423,193	3,992,458	3,941,919	4,004,690	3,717,585	3,815,907	3,600,162	3,950,662	4,210,674	4,367,780	4,217,046	46,553,374
Milwaukee	2,132,812	2,066,856	2,650,320	2,529,251	2,555,656	2,313,781	1,864,664	1,868,088	2,647,226	2,655,542	2,664,228	2,838,855	28,787,279
Minneapolis	1,916,526	1,647,754	2,281,544	2,322,444	2,335,341	2,084,372	1,634,287	1,850,611	2,223,449	2,365,572	2,344,589	2,162,852	25,169,341
New Orleans	2,460,717	2,321,175	2,919,406	2,709,481	2,830,725	2,522,080	2,336,208	2,568,098	2,912,693	3,178,510	3,020,308	3,426,438	33,205,839
New York	8,603,158	7,955,659	9,531,956	9,522,326	9,679,673	8,974,116	6,719,026	6,830,292	9,595,946	11,155,920	10,442,706	10,136,919	109,146,697
Philadelphia	3,747,718	3,632,333	4,228,726	4,019,035	4,098,828	3,896,639	2,989,816	2,964,348	4,139,574	4,837,037	4,593,566	4,356,667	47,504,387
Portland, Ore.	1,412,028	1,568,358	1,920,978	1,993,782	1,929,982	1,882,655	1,628,298	1,747,212	1,958,564	2,065,243	1,994,012	1,936,211	22,037,323
St. Louis	2,147,878	2,291,931	2,790,938	2,708,447	2,636,125	2,445,622	1,922,672	1,908,642	2,554,550	2,782,372	2,855,009	2,652,414	29,696,650
St. Paul	1,470,927	1,343,163	2,039,921	1,999,666	1,615,069	1,376,107	1,044,443	1,270,820	1,652,915	1,604,406	1,674,963	1,633,389	18,725,789
San Francisco	2,601,042	2,508,161	2,907,117	2,915,974	1,149,072	2,913,868	2,484,635	2,778,522	2,384,451	2,860,270	3,276,219	3,041,266	33,820,597
Washington	4,093,123	3,996,266	4,817,855	4,783,129	4,937,900	4,851,613	3,825,477	3,813,289	5,026,322	5,621,790	5,477,223	5,909,899	57,103,888
Monthly totals	62,241,070	60,222,112	73,541,206	74,138,285	72,019,447	67,140,551	54,327,233	56,707,969	71,624,796	78,989,335	78,161,280	79,341,128	830,504,412

1937

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,809,466	2,108,541	2,432,621	2,465,362	2,553,621	2,210,538	1,856,511	2,306,558	2,378,556	2,687,459	2,356,545	2,624,416	27,790,194
Baltimore	2,849,061	2,867,322	3,666,055	3,807,296	3,811,722	3,715,757	2,793,719	2,844,139	3,493,882	4,107,401	3,664,231	3,629,436	41,250,021
Birmingham	1,387,217	1,553,710	1,835,888	1,904,210	2,046,063	1,826,771	1,593,375	1,635,997	1,790,953	2,087,651	1,754,851	1,909,042	21,325,728
Boston	3,568,285	3,408,160	4,159,895	4,384,436	4,600,987	4,045,424	2,932,368	3,291,538	4,099,341	4,964,000	4,055,186	4,125,542	47,635,162
Buffalo	2,075,725	2,246,654	2,819,010	3,059,116	3,017,544	2,838,067	2,142,000	2,330,673	2,796,621	3,425,305	2,855,039	2,915,138	32,520,892
Chicago	4,409,245	4,709,403	5,907,203	6,232,420	5,956,392	5,627,473	4,085,873	4,405,734	5,167,933	5,978,948	5,150,145	4,874,011	62,504,780
Cincinnati	1,830,672	2,232,709	2,822,043	2,901,779	2,923,201	2,575,254	2,124,715	2,132,516	2,567,327	3,002,116	2,643,012	2,715,436	30,470,780
Cleveland	2,552,307	2,615,860	3,179,930	3,476,453	3,373,591	3,193,768	2,621,366	2,724,758	3,054,035	3,553,087	3,189,733	3,087,088	36,610,971
Detroit	3,349,860	3,436,979	3,957,342	4,414,590	4,479,647	3,921,812	2,985,128	3,352,589	3,741,401	4,303,714	3,941,598	3,777,215	45,661,875
Houston	1,924,812	1,991,097	2,380,000	2,494,490	2,532,166	2,278,744	2,047,671	2,031,156	2,395,312	2,636,031	2,440,721	2,615,952	27,768,152
Indianapolis	2,269,944	2,302,842	2,767,970	2,965,626	3,044,331	2,691,720	2,285,313	2,275,865	2,699,740	3,077,867	2,773,444	2,923,585	32,078,247
Kansas City	1,969,717	2,015,718	2,530,021	2,621,574	2,660,384	2,345,072	1,960,715	2,022,858	2,378,005	2,757,069	2,387,863	2,461,430	28,110,426
Los Angeles	3,881,451	3,890,942	4,860,359	4,797,702	4,735,520	4,429,397	3,910,394	4,069,719	4,411,523	4,791,063	4,557,623	4,138,284	51,591,530
Milwaukee	2,350,861	2,434,766	3,218,832	3,143,806	3,179,065	2,789,532	2,325,468	2,280,203	2,881,182	3,554,675	3,163,988	3,388,689	34,711,067
Minneapolis	2,095,164	1,989,689	2,440,607	2,593,646	2,585,516	2,327,144	1,766,783	2,017,495	2,368,017	2,626,969	2,194,052	2,263,877	27,268,959
New Orleans	3,027,518	2,611,440	2,984,643	3,102,001	3,095,967	3,154,842	2,560,038	2,824,284	2,919,762	3,342,779	3,195,324	3,462,649	36,281,247
New York	9,747,631	9,480,133	11,746,157	12,092,904	12,089,245	11,270,197	7,797,012	8,624,731	10,939,635	12,658,008	10,821,203	10,653,282	127,920,138
Philadelphia	4,238,251	4,274,205	5,005,126	5,096,323	5,012,387	5,012,206	3,635,195	3,574,154	4,661,732	5,481,565	5,014,711	4,654,596	55,660,451
Portland, Ore.	1,696,396	1,686,772	2,055,765	2,284,340	2,159,261	2,126,721	1,851,850	2,105,441	2,120,634	2,282,114	2,024,108	1,960,884	24,354,288
St. Louis	2,418,257	2,553,202	3,080,451	3,213,480	3,164,250	3,021,654	2,298,638	2,282,072	2,925,154	3,333,827	3,006,443	2,679,584	33,977,012
St. Paul	1,542,584	1,636,169	2,064,177	2,149,550	1,987,125	1,859,283	1,399,803	1,611,898	1,950,732	2,101,592	1,892,780	1,953,098	22,148,791
San Francisco	2,714,109	2,900,862	3,622,550	3,550,087	3,740,642	3,213,857	2,698,438	3,102,887	3,121,633	3,559,133	3,457,530	3,160,349	38,842,077
Washington	4,458,300	4,420,085	5,425,633	5,676,132	5,861,720	5,508,391	4,255,071	4,439,196	5,353,502	6,275,501	4,565,190	5,878,104	63,116,825
Monthly totals	67,284,386	69,367,260	84,962,278	88,427,323	88,610,347	81,983,619	63,927,444	68,286,461	80,206,612	92,586,874	82,105,320	81,851,687	949,599,611

1936

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,778,184	1,825,379	2,429,729	2,369,369	2,424,541	3,136,610	1,799,632	2,185,180	2,260,353	2,579,063	2,655,813	2,650,195	27,093,048
Baltimore	2,677,648	2,535,743	3,414,253	3,505,732	3,684,690	3,476,683	2,762,288	2,799,147	3,391,536	4,269,852	4,101,231	3,895,336	40,514,139
Birmingham	1,241,275	1,229,298	1,696,550	1,693,888	1,769,336	1,613,985	1,391,451	1,447,723	1,562,253	1,873,499	1,760,037	1,836,176	19,115,465
Boston	3,490,345	3,080,893	3,910,181	4,282,341	4,549,095	3,952,623	3,067,730	3,346,254	4,321,564	5,084,872	4,755,549	4,474,803	48,316,250
Buffalo	1,920,409	1,923,275	2,410,309	2,822,454	2,876,964	2,670,776	2,031,164	2,095,692	2,685,712	3,317,348	3,046,928	3,117,230	30,918,261
Chicago	3,945,968	3,889,576	5,194,715	5,508,498	5,520,851	5,100,605	3,988,064	4,200,345	4,928,626	6,037,775	5,881,940	5,278,583	59,475,546
Cincinnati	2,049,891	1,978,768	2,667,900	2,708,839	2,808,286	2,452,642	2,011,440	1,988,809	2,396,980	2,850,299	2,879,998	2,868,483	29,662,335
Cleveland	2,389,870	2,213,489	2,839,208	2,983,167	3,257,057	2,981,829	2,470,848	2,465,020	2,777,148	3,461,247	3,368,442	3,231,964	34,438,989
Detroit	3,073,547	2,921,581	3,936,557	4,140,971	4,125,367	3,713,320	2,903,752	3,072,620	3,747,343	4,465,845	4,506,385	4,361,909	44,969,197
Houston	1,741,560	1,676,232	2,094,184	2,170,755	2,328,847	2,140,242	1,929,899	1,974,212	2,167,428	2,444,129	2,548,772	2,613,915	25,830,175
Indianapolis	2,043,709	1,914,708	2,563,994	2,735,283	2,782,466	2,545,511	2,223,871	2,134,673	2,678,701	3,063,028	2,885,950	3,193,442	30,765,336
Kansas City	1,923,163	1,884,440	2,413,064	2,420,511	2,470,531	2,224,709	1,904,599	1,935,496	2,256,236	2,698,233	2,617,177	2,615,279	27,363,438
Los Angeles	3,610,252	3,539,052	4,356,191	4,272,180	4,449,894	4,217,938	3,829,792	3,921,162	4,345,718	4,741,542	4,667,924	4,296,724	50,248,369
Milwaukee	1,983,168	1,992,953	2,797,445	2,829,932	3,062,790	2,734,117	2,328,327	2,262,080	2,764,431	3,318,874	3,286,811	3,288,492	32,649,420
Minneapolis	2,058,502	1,742,415	2,380,862	2,534,877	2,570,817	2,318,409	1,803,269	2,036,110	2,302,579	2,770,357	2,605,981	2,625,196	27,749,374
New Orleans	2,674,482	2,657,929	2,983,819	2,867,948	3,052,033	2,832,764	2,568,878	2,857,857	2,976,788	3,383,353	3,430,777	3,597,910	35,884,538
New York	9,444,788	8,625,366	11,275,673	11,368,419	11,631,498	10,843,681	7,705,371	8,299,072	11,250,019	12,863,812	12,942,868	11,958,520	128,119,087
Philadelphia	3,929,894	3,760,232	4,954,919	4,728,843	4,931,717	4,870,702	3,649,763	3,524,736	4,822,206	5,841,514	5,439,861	5,172,938	55,627,325
Portland, Ore.	1,615,591	1,502,308	2,032,790	2,024,761	2,070,859	1,900,493	1,792,681	1,894,204	2,058,752	2,336,317	2,251,974	2,061,084	23,541,814
St. Louis	2,171,497	2,168,996	3,032,799	2,991,161	3,103,863	2,823,593	2,209,126	2,194,238	2,804,338	3,284,946	3,320,312	3,007,619	33,112,488
St. Paul	1,638,994	1,520,317	2,125,047	2,234,209	2,082,148	1,889,759	1,480,938	1,659,715	2,078,858	2,283,418	2,100,944	2,123,712	23,218,059
San Francisco	2,656,374	2,659,380	3,245,986	3,377,915	3,486,916	3,188,925	2,831,326	2,985,174	3,105,993	3,561,544	3,641,769	3,147,657	37,888,959
Washington	4,118,683	3,986,320	5,243,283	5,381,438	5,818,066	5,339,661	4,312,526	4,371,363	5,251,671	6,212,373	6,241,337	6,240,335	62,517,056
Monthly totals	64,177,794	61,228,650	79,999,458	81,953,491	84,858,532	77,969,277	62,996,735	65,560,882	78,935,233	92,743,240	90,938,780	87,657,496	929,019,568

1935

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,613,176	1,719,850	2,231,485	2,172,450	2,233,509	1,900,717	1,698,689	1,975,187	2,151,019	2,224,775	2,400,086	2,417,174	24,738,117
Baltimore	2,514,950	2,544,684	3,290,287	3,333,711	3,409,310	3,173,691	2,433,034	2,515,051	2,026,899	3,654,749	3,583,608	3,617,291	36,097,265
Birmingham	1,035,673	1,158,081	1,532,593	1,449,832	1,577,748	1,386,963	1,178,928	1,256,048	1,418,866	1,498,101	1,630,146	1,562,554	16,685,533
Boston	4,495,425	3,721,410	4,763,181	5,602,351	5,293,558	4,399,255	3,531,163	3,793,394	4,798,881	5,800,588	4,331,894	4,256,700	54,277,800
Buffalo	1,775,257	1,834,274	2,386,021	2,704,088	2,700,213	2,308,978	1,802,741	1,869,617	2,271,799	2,834,657	2,686,162	2,577,935	27,751,742
Chicago	4,046,782	3,671,533	4,897,606	5,092,172	5,067,153	4,481,613	3,484,789	3,553,536	4,395,945	4,983,360	5,113,528	4,819,203	53,607,220
Cincinnati	2,002,561	1,869,528	2,550,098	2,453,783	2,603,739	2,204,184	1,850,526	1,890,896	2,175,997	2,569,485	2,689,202	2,714,604	27,574,603
Cleveland	2,278,514	2,008,827	2,596,312	2,864,822	2,821,743	2,502,619	2,104,593	2,215,034	2,489,915	2,880,565	2,843,112	2,959,907	30,565,963
Detroit	2,670,524	2,736,239	3,634,347	3,708,267	3,703,920	3,159,372	2,467,753	2,532,197	3,258,014	3,606,040	3,776,785	3,825,671	39,079,129
Houston	1,615,572	1,573,719	2,014,515	2,075,593	2,066,975	1,745,563	1,576,071	1,621,438	1,961,589	2,079,928	2,167,634	2,245,869	22,744,466
Indianapolis	1,879,153	1,793,689	2,483,693	2,486,212	2,553,468	2,168,832	1,925,584	1,885,958	2,225,783	2,493,410	2,499,657	2,815,715	27,211,154
Kansas City	1,959,836	1,976,265	2,424,091	2,443,996	2,438,656	2,218,649	1,902,905	1,953,160	2,123,808	2,440,771	2,410,476	2,531,338	26,823,951
Los Angeles	3,251,716	3,104,425	3,716,680	3,577,424	3,635,197	3,337,937	3,203,049	3,299,499	3,546,429	3,951,528	3,935,018	3,883,487	42,442,389
Milwaukee	1,876,112	1,808,722	2,365,544	2,597,349	2,643,292	2,401,299	1,883,535	1,970,544	2,275,591	2,687,864	2,761,759	2,855,085	28,126,696
Minneapolis	1,773,334	1,665,601	2,163,819	2,296,786	2,333,680	2,001,545	1,685,052	1,784,511	2,177,423	2,377,713	2,334,162	2,416,829	24,977,455
New Orleans	2,236,445	2,318,502	2,771,605	2,725,484	2,918,303	2,695,389	2,306,665	2,583,118	2,703,838	3,000,984	3,180,147	3,312,327	32,762,807
New York	9,324,865	8,596,900	10,960,773	11,198,608	13,083,860	10,170,589	7,300,037	7,837,821	10,646,875	12,162,355	11,578,147	11,719,747	124,580,577
Philadelphia	3,974,074	3,518,396	4,581,649	4,758,536	4,787,260	4,297,520	3,357,796	3,284,740	4,420,225	5,238,801	5,075,432	4,763,549	52,057,978
Portland, Ore.	1,432,886	1,367,469	1,709,546	1,751,131	1,890,211	1,599,769	1,494,952	1,501,871	1,602,587	1,811,262	1,867,167	1,796,414	19,825,265
St. Louis	2,130,395	2,187,831	2,993,558	2,764,757	2,859,621	2,469,020	2,020,490	1,977,591	2,472,697	2,777,512	2,934,552	2,685,816	30,273,840
St. Paul	1,530,620	1,465,875	1,974,913	1,949,256	2,007,079	1,685,018	1,487,677	1,556,423	1,851,701	2,093,821	2,138,304	2,196,441	21,937,128
San Francisco	2,600,689	2,457,230	2,999,846	3,055,484	3,174,426	2,918,384	2,489,088	2,564,493	2,763,360	3,094,355	3,274,464	2,907,582	34,299,401
Washington	3,670,788	3,602,903	4,635,399	4,767,484	5,153,317	4,763,204	3,897,712	3,972,297	4,823,016	5,491,362	5,498,207	5,768,849	56,044,538
Monthly totals	61,689,347	58,701,953	75,650,561	77,319,576	80,966,238	69,880,110	57,062,829	59,394,424	71,582,257	81,753,986	80,709,649	80,644,087	855,485,017

1934

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	City Total
Atlanta	1,478,488	1,631,338	2,082,376	2,069,009	2,097,001	1,867,964	1,653,323	1,794,776	1,988,399	2,056,016	2,025,980	2,021,554	22,766,224
Baltimore	2,576,582	1,452,602	3,234,697	3,199,703	3,428,817	3,269,531	2,550,220	2,666,697	2,980,451	3,414,283	3,279,513	3,353,311	35,296,407
Birmingham	1,044,250	1,030,457	1,454,233	1,409,017	1,389,589	1,362,984	1,126,843	1,170,824	1,226,579	1,443,874	1,286,020	1,235,238	15,179,908
Boston	4,238,254	3,688,983	4,792,050	5,004,756	5,215,357	4,656,243	3,574,421	4,013,772	4,706,593	5,418,214	5,006,114	4,964,712	55,279,469
Buffalo	1,594,400	1,601,447	2,301,583	2,466,596	2,548,155	2,321,190	1,695,575	1,902,868	2,115,249	2,556,340	2,129,308	2,281,913	25,514,624
Chicago	3,824,443	3,618,687	4,647,182	4,944,042	4,951,721	4,503,847	3,654,177	4,012,504	4,325,920	4,817,653	4,690,664	4,532,954	52,523,794
Cincinnati	1,893,542	1,691,620	2,207,586	2,352,366	2,530,983	2,269,350	1,801,856	1,869,426	2,135,691	2,385,296	2,395,542	2,368,615	25,901,873
Cleveland	2,094,800	1,848,806	2,560,799	2,730,530	2,734,522	2,547,938	2,042,516	2,077,116	2,302,794	2,751,133	2,783,900	2,752,781	29,227,644
Detroit	2,465,841	2,449,018	3,274,096	3,539,467	3,534,213	3,105,020	2,388,132	2,441,903	3,016,563	3,127,384	3,183,240	3,352,541	35,877,418
Houston	1,502,401	1,380,154	1,873,217	1,994,963	1,986,257	1,773,931	1,593,222	1,502,637	1,683,441	1,746,921	1,848,216	1,964,511	20,849,871
Indianapolis	1,818,957	1,735,081	2,344,836	2,291,370	2,570,780	2,268,420	1,712,207	1,857,568	2,140,435	2,360,102	2,455,592	2,516,424	26,071,772
Kansas City	1,832,425	1,906,583	2,387,759	2,394,699	2,500,793	2,247,070	1,873,072	1,930,801	2,120,846	2,326,661	2,309,435	2,427,295	26,257,439
Los Angeles	2,911,645	2,945,497	3,419,105	3,385,722	3,436,365	3,169,515	3,053,477	3,191,267	3,328,921	3,510,136	3,387,151	3,287,176	38,953,977
Milwaukee	1,856,449	1,867,462	2,251,946	2,330,291	2,599,888	2,431,782	1,884,060	1,935,026	2,375,645	2,735,270	2,549,809	2,419,227	27,236,855
Minneapolis	1,706,848	1,475,880	2,050,752	2,329,447	2,272,092	2,090,781	1,482,098	1,575,592	2,117,603	2,151,519	2,072,539	2,100,641	23,425,802
New Orleans	2,261,685	2,174,572	2,601,470	2,612,119	2,617,310	2,438,576	2,222,655	2,344,045	2,537,426	2,711,432	2,948,687	2,862,847	30,332,824
New York	8,969,120	8,150,653	10,624,468	10,944,105	11,016,481	10,140,742	6,330,045	8,013,002	10,656,836	12,247,152	11,516,043	11,337,418	119,936,065
Philadelphia	1,575,029	3,884,298	5,017,384	4,741,484	4,978,997	4,721,185	3,570,302	3,552,483	4,520,720	5,470,214	4,958,737	4,659,352	51,650,185
Portland, Ore.	1,285,207	1,236,652	1,514,424	1,645,617	1,709,347	1,504,825	1,219,761	1,345,884	1,578,427	1,771,876	1,435,293	1,543,943	17,791,256
St. Louis	2,075,873	2,163,457	2,686,714	2,944,558	2,802,105	2,617,990	1,977,263	2,088,810	2,514,907	2,660,828	2,734,573	2,581,263	29,848,344
St. Paul	1,449,890	1,426,505	1,760,422	1,989,097	1,869,060	1,635,537	1,289,424	1,413,127	1,652,438	1,929,805	1,790,054	1,794,157	19,999,516
San Francisco	2,516,656	2,382,930	2,898,396	2,272,688	3,020,767	2,761,794	2,078,441	2,527,579	2,650,951	3,131,985	2,977,835	2,717,712	31,937,731
Washington	3,153,969	2,988,472	3,918,571	4,222,731	4,539,859	4,293,807	3,483,762	3,560,079	4,079,835	4,658,049	4,746,969	4,928,806	48,574,909
Monthly totals	56,126,754	54,731,154	71,904,066	73,814,386	76,350,459	70,000,022	54,256,852	58,705,786	68,756,670	77,382,153	74,511,214	74,004,391	810,543,907

THE PRESS GALLERY OF THE CONGRESS OF THE UNITED STATES

Name	Paper Represented	Office
Adams, Phelps H.	New York Sun	Munsey Bldg.
Alford, Theodore C.	Kansas City Star, Kansas City Times	Albee Bldg.
Allen, Herman R.	Associated Press	Star Bldg.
Alston, Roland	Associated Press	Star Bldg.
Andrews, Bert	New York Herald Tribune	National Press Bldg.
Andrews, Marshall	Washington Post	Post Bldg.
Arbogast, W. F.	Associated Press	Star Bldg.
Atchison, John C.	Daily News Record (New York), Women's Wear	Union Trust Bldg.
Azrael, Louis	Baltimore News-Post	Times-Herald Bldg.
Bailey, Fred O.	United Press Associations	National Press Bldg.
Baird, Joseph H.	Overseas News Agency, Inc.	National Press Bldg.
Baitz, Stanley	United Press Associations	National Press Bldg.
Balliet, Jane	International News Service	Times-Herald Bldg.
Bancroft, Griffing, Jr.	Chicago Sun	National Press Bldg.
Barcella, Ernest L.	United Press Associations	National Press Bldg.
Barkley, Frederick R.	New York Times	Albee Bldg.
Barkley, Paul	Associated Press	Star Bldg.
Bartram, Webster	New York Daily News	National Press Bldg.
Bass, Frances D.	International News Service	Times-Herald Bldg.
Bassett, Ben	Associated Press	Star Bldg.
Bauman, Karl	Associated Press	Star Bldg.
Beale, W. L., Jr.	Associated Press	Star Bldg.
Beall, Jack	New York Herald Tribune	National Press Bldg.
Bell, Jack L.	Associated Press	Star Bldg.
Bell, Lawrence	New York Daily News	National Press Bldg.
Benedict, Bertram	Editorial Research Reports	1013 13th St.
Berkley, Earl	Associated Press	Star Bldg.
Birkenhead, Walter J.	New York Herald Tribune	National Press Bldg.
Blackburn, Richard A.	United Press Associations	National Press Bldg.
Blake, Harrison	Cleveland News	Albee Bldg.
Blanck, Roy G.	Associated Press	Star Bldg.
Bloom, Chester A., Sr.	Winnipeg Free Press, Regina Leader-Post, Star-Phoenix, Halifax Herald, Lethbridge Herald, Toronto Evening Telegram, Halifax Herald (Canada)	National Press Club
Boeckel, Richard	Editorial Research Reports	1013 13th St.
Bolles, Blair	Washington Star	Star Bldg.
Booth, Windsor	Boston Post, Philadelphia Record	National Press Bldg.
Bors, Joseph A.	International News Service	Times-Herald Bldg.
Borwick, Harry G.	New York Journal of Commerce	Albee Bldg.
Bramley, Eric	Harrisburg Telegraph	American Bldg.
Brandt, Raymond P.	St. Louis Post-Dispatch	Kellogg Bldg.
Brecht, Raymond C.	Philadelphia Evening Bulletin	National Press Bldg.
Brewer, Alva	Washington Times-Herald	Times-Herald Bldg.
Bridge, Gardner	Associated Press	Star Bldg.
Britton, Lewis W.	Daily Traffic World	Earle Bldg.
Brooks, Ned	Cleveland Press, Cincinnati Post, Columbus Citizen, Kentucky Post	1013 13th St.
Brown, Ambrose S.	United Press Associations	National Press Bldg.
Brown, Constantine A.	Washington Star	Star Bldg.
Brown, George Rothwell	King Features Syndicate, New York Journal and American, Chicago Herald and American, San Francisco Examiner, Los Angeles Examiner	Times-Herald Bldg.
Brown, Harry J.	Salt Lake Tribune, Spokane Spokesman-Review	Transportation Bldg.
Brown, Sevellon, 3d	Providence Evening Bulletin	Hibbs Bldg.
Browne, Merwin H.	Buffalo Evening News	National Press Bldg.
Bryant, George B., Jr.	Wall Street Journal	National Press Bldg.
Buck, Robert M.	Washington Daily News	1013 13th St.
Buel, Walker S.	Cleveland Plain Dealer	Albee Bldg.
Burch, John T.	Washington Daily News	1013 13th St.
Burd, Lawrence H.	Chicago Tribune	Albee Bldg.
Butler, James J.	New Britain Herald, Newark (N. J.) Ledger, Long Island Star Journal, Nassau Daily Review-Star, Long Island Daily Press, Staten Island Advance, Westchester (N. Y.) County Newspapers	National Press Bldg.
Callender, Harold	New York Times	Albee Bldg.
Camelon, David	Chicago Herald American	Times-Herald Bldg.
Carey, Frank	Associated Press	Star Bldg.
Carroll, Raymond G.	St. Thomas (Ontario) Times-Journal Stratford (Ontario) Beacon-Herald, British United Press, Ltd., Syracuse (N. Y.) Herald-Journal	4000 Cathedral Ave.
Carson, Lee	International News Service	Times-Herald Bldg.
Carter, John Franklin	Bell Syndicate	National Press Bldg.
Catledge, W. Turner	Chicago Sun	National Press Bldg.
Chaney, Rex M.	United Press Associations	National Press Bldg.
Chiang, Joseph	Chinese News Service	Sherman Apts.
Chinigo Michael	International News Service	Times-Herald Bldg.
Childs, Marquis W.	St. Louis Post-Dispatch	Kellogg Bldg.
Chinn, James E.	Washington Star	Star Bldg.
Christerson, Melbourne	Associated Press	Star Bldg.
Churchill, Gail W.	Associated Press	Star Bldg.
Clapper, Raymond	Scripps-Howard Newspaper Alliance	1013 13th St.
Clarke, Bert C.	United States News Association	2201 M St.
Clark, Delbert	New York Times	Albee Bldg.
Cline, John H.	Washington Evening Star	Star Bldg.
Coats, Horace M.	International News Service	Times-Herald Bldg.
Codel, Martin	Radio News Bureau	National Press Bldg.
Cole, Gordon H.	PM	National Press Bldg.
Coleman, Harry	Washington Times-Herald	Times-Herald Bldg.
Collins, Frederic W.	Providence Journal	Hibbs Bldg.
Collins, Ralph A.	Jersey Journal, Elmira Star-Gazette	National Press Bldg.
Combs, George W.	Baltimore Evening Sun	National Press Bldg.
Coman, T. F.	United States News Association	2201 M St.
Connor, Francis J.	Chicago Sun	National Press Bldg.
Conroy, Edward A.	New York Sun	Munsey Bldg.
Constantine, Arthur	International News Service	Times-Herald Bldg.
Coppenbarger, Howard L.	Washington Daily News	1013 13th St.
Corn, Herbert F.	Washington Star	Star Bldg.
Cornell, Douglas B.	Associated Press	Star Bldg.
Corridry, Charles W., Jr.	United Press Associations	National Press Bldg.
Cotten, Felix	International News Service	Times-Herald Bldg.
Cottrell, Ann	Chicago Sun	National Press Bldg.
Cottrell, Jesse S.	Charlotte Observer, Arizona Daily Star, Rochester Democrat and Chronicle, Rochester Times-Union, Watertown (N. Y.) Daily Times, Troy (N. Y.) Record, Nashville (Tenn.) Banner, Manchester (N. H.) Union Leader	National Press Bldg.
Cottrell, Mary James	Anderson (S. C.) Independent, Knoxville (Tenn.) Journal, Madison (Wis.) State Journal, La Crosse (Wis.) Tribune, Green Bay (Wis.) Press-Gazette, Appleton (Wis.) Post Crescent, Sheboyan (Wis.) Press	National Press Bldg.
Cowan, John P.	Tri-State News Service (Pa.)	National Press Club.
Cowan, Ruth Baldwin	Associated Press	Star Bldg.
Craig, Elisabeth May	Portland Press Herald, Portland (Maine) Evening Express, Kennebec (Maine) Journal, Waterville (Maine) Sentinel	National Press Club.
Craighead, Jean C.	International News Service	Times-Herald Bldg.
Cram, Ralph W.	Davenport (Iowa) Democrat	R. 3, Bethesda, Md.
Cramer, John F.	Washington Daily News	1013 13th St.
Crane, James B.	Chicago Sun, Tulsa World	National Press Bldg.
Crawford, Kenneth G.	PM	National Press Bldg.
Crost, Lyn	Associated Press	Star Bldg.
Crowley, Harriet H.	Detroit Free Press	National Press Bldg.
Crowley, Raymond J.	Associated Press	Star Bldg.
Crowther, Rodney	Baltimore Evening Sun	National Press Bldg.
Cullen, George	Associated Press	Star Bldg.
Cullinane, James J.	Newspaper Enterprise Association	1013 13th St.
Cullinane, Leo P.	New York Herald Tribune	National Press Bldg.
Cunningham, M. F.	Lewiston Idaho Tribune	2512 Q St.
Davis, J. W.	Associated Press	Star Bldg.
Davis, Watson	Science Service	1719 N St.
de Brown, Richard C.	United Press Associations	National Press Bldg.
Degges, Charles B.	United Press Associations	National Press Bldg.
De Greve, Arthur F.	United Press Associations	National Press Bldg.
Denby, Howard	Washington Times Herald	Times-Herald Bldg.
Dennis, Frank L.	Washington Post	Post Bldg.
Denny, Ludwell	Scripps-Howard Newspaper Alliance	1013 13th St.
Dervan, Sidney L.	La Correspondencia de Puerto Rico	3759 McKinley St.
Devitt, John Joseph	International News Service	Times-Herald Bldg.
De Vore, Robert T.	Washington Post	Post Bldg.
DeWitt, George A.	Washington Times-Herald	Times-Herald Bldg.
Dickson, C. B.	Chicago Sun	National Press Bldg.
Dixon, George	New York Daily News	National Press Bldg.
Dixon, Kenneth L.	Associated Press	Star Bldg.
Donahue, Joseph P.	Associated Press	Star Bldg.
Dorris, Henry N.	New York Times	Albee Bldg.
Douthat, James W.	Associated Press	Star Bldg.
Downie, Douglas	Washington Times-Herald	Times-Herald Bldg.
Drummond, J. Roscoe	Christian Science Monitor	National Press Bldg.
Dryden, W. Arthur, Jr.	International News Service	Times-Herald Bldg.
Eads, Jane	Associated Press	Star Bldg.
Easley, L. T., Jr.	Associated Press	Star Bldg.
Eddy, Arch	Washington City News Service	National Press Bldg.
Edson, Peter	Newspaper Enterprise Association	1013 13th St.
Edwards, Willard	Washington Times-Herald	Times-Herald Bldg.
Egan, Charles E.	New York Times	Albee Bldg.
Elliott, John	New York Herald-Tribune	National Press Bldg.
Elliott, Jackson S.	International News Service	Times-Herald Bldg.
Elliston, H. B.	Washington Post	Post Bldg.
Elson, R. T.	Southam Newspapers of Canada	National Press Bldg.
Ervin, Fred A.	United States News Association	2201 M St.
Engle, J. B.	Associated Press	Star Bldg.
Ervin, Morris D.	Cincinnati Times-Star	National Press Bldg.
Erwin, Robert A.	Winston-Salem Journal and Sentinel, Durham (N. C.) Herald-Sun, Evansville Courier	Earle Bldg.
Essary, Helen	Washington Times-Herald	Times-Herald Bldg.
Evans, Edward A.	Scripps-Howard Newspaper Alliance	1013 13th St.
Ewing, Frank	Associated Press	Star Bldg.
Faron, Hamilton W.	Associated Press	Star Bldg.
Farnsworth, Elizabeth	Wall Street Journal	National Press Bldg.
Fay, Elton C.	Associated Press	Star Bldg.
Feeley, Stephen V.	Buffalo Courier-Express	National Press Bldg.
Ferguson, Stanley B.	New York Journal of Commerce	Albee Bldg.
Fernsler, David	Associated Press	Star Bldg.
Field, Carter	Bell Syndicate	National Press Bldg.
Finney, Nat S.	Minneapolis Star-Journal and Tribune, Des Moines Register and Tribune	National Press Bldg.
Finney, Ruth	Albuquerque (N. Mex.) Tribune, San Francisco Daily News	1013 13 St.
Fisher, John M.	Chicago Tribune Press Service	Albee Bldg.
Fitzgerald, Joseph R.	Washington Daily News	1013 13th St.
Fleming, Dewey L.	Baltimore Sun	National Press Bldg.
Flynn, Alfred F.	Wall Street Journal	National Press Bldg.
Flynn, Michael W.	Washington Times-Herald	Times-Herald Bldg.
Folliard, Edward T.	Washington Post	Post Bldg.
Foote, Dorthea	Newark Evening News	Colorado Bldg.
Foote, Mark	Grand Rapids Press, Saginaw News, Jackson Citizen Patriot, Flint Journal, Kalamazoo Gazette, Bay City Times, Muskegon Chronicle, Ann Arbor News	Colorado Bldg.
Foust, Hal	Chicago Tribune	Albee Bldg.
Fox, Joseph A.	Washington Evening Star	Star Bldg.
Francis, Lorania E.	Los Angeles Times	National Press Bldg.
Francis, Warren B.	Los Angeles Times	National Press Bldg.
Frandsen, Julius, Jr.	United Press Associations	National Press Bldg.
Fries, Elmer P.	Columbus Dispatch	Raleigh Hotel
Frye, William	Associated Press	Star Bldg.
Gableman, Edwin W.	Cincinnati Enquirer	National Press Bldg.
Gardner, Virginia	Federated Press	520 Third St.
Gary, Robert	Washington City News Service	National Press Bldg.
Gasch, Marie Manning	International News Service	Times-Herald Bldg.
Gemmill, Robert H.	Wall Street Journal	National Press Bldg.
George, A. R.	Associated Press	Star Bldg.
Gilbert, Ben W.	Washington Post	Post Bldg.
Gillan, James J.	Bell Syndicate	National Press Bldg.
Gordon, Evelyn	Washington Daily News	1013 13th St.
Graham, Betty	International News Service	Times-Herald Bldg.
Graves, Aubrey A.	Washington Daily News	1013 13th St.
Green, Sterling F.	Associated Press	Star Bldg.
Grefe, Charles A.	Asbury Park (N. J.) Press	National Press Bldg.
Gregory, Nicholas P.	New York Herald Tribune	National Press Bldg.
Gridley, Charles O.	Chicago Sun, Denver Post	National Press Bldg.
Griffin, Bulkley	Hartford Times, Springfield Union, Worcester Gazette, Brockton Enterprise, New Haven Register, Waterbury Republican-American, Lynn Item, Holyoke Transcript-Telegram, Pittsfield Eagle	National Press Bldg.
Griffin, Gerald	Baltimore Sun	National Press Bldg.
Griffin, Isabel Kinnear	Springfield Union, Hartford Times, Worcester Gazette	National Press Bldg.
Grigg, Joseph W.	United Press Associations	National Press Bldg.
Griswold, George Z.	Cleveland Plain Dealer	Albee Bldg.
Grover, John S.	Associated Press	Star Bldg.
Groves, Charles S.	Boston Globe	Star Bldg.
Hachten, Arthur	International News Service	Times-Herald Bldg.
Hagan, Thomas W.	Miami Daily News, Dayton Daily News	2032 Belmont Rd.
Haley, Pope A.	Associated Press	Star Bldg.
Hall, Frank A.	N. C. W. C. News Service	1312 Massachusetts Ave.
Hall, Max	Associated Press	Star Bldg.
Hannily, Lee M.	Washington City News Service	National Press Bldg.
Harris, Morris J.	Associated Press	Star Bldg.
Harrison, Joseph G.	Christian Science Monitor	National Press Bldg.
Harsch, Joseph C.	Christian Science Monitor	National Press Bldg.
Harter, B. C.	Washington Times-Herald	Times-Herald Bldg.
Hartman, Carl	Overseas News Agency	National Press Bldg.
Harvey, Robert W.	Washington Post	Post Bldg.
Haslet, Charles C.	Associated Press	Star Bldg.
Hayden, Jay G.	Detroit News	Colorado Bldg.
Heath, Edwin J.	Gallipolis (Ohio) Daily Tribune, Haverhill (Mass.) Gazette	National Press Bldg.
Heiman, Beatrice	Telegraph Agency, U. S. S. R.	National Press Bldg.
Heinl, Robert D.	Wabash (Ind.) Plain-Dealer	2400 California St.
Helm, William P.	United States News Association	2201 M St.
Henle, Raymond Z.	Pittsburgh Post Gazette	National Press Bldg.
Henning, Arthur S.	Chicago Tribune Press Service	Albee Bldg.
Hermann, Arthur F.	International News Service	Times-Herald Bldg.
Heymanson, Sydney R.	Australian Newspapers Service	National Press Bldg.
Hickok, Robert C.	Washington City News Service	National Press Bldg.
Higgs, Edward H.	Associated Press	Star Bldg.
Hightower, John M.	Associated Press	Star Bldg.
Hilklebrand, W. A.	Greensboro Daily News	Albee Bldg.
Hillman, Serrell	United Press Associations	National Press Bldg.
Hilton, Ralph	Associated Press	Star Bldg.
Holeman, Frank	New York Daily News	National Press Bldg.
Holland, Cecil	Chicago Sun	National Press Bldg.
Holleman, Emmit C.	New York Times	Albee Bldg.
Holmes, Kathleen Sexton	Jackson (Miss.) Daily News	3930 Connecticut Ave.
Hopkins, Herbert S.	Washington Times-Herald	Times-Herald Bldg.
Hornaday, Mary	Christian Science Monitor	National Press Bldg.
Horner, Garnett D.	Washington Star	Star Bldg.
Huidekoper, Page Caroline	Washington Times-Herald	Times-Herald Bldg.
Hulen, Bertram D.	New York Times	Albee Bldg.

THE PRESS GALLERY OF THE CONGRESS OF THE U. S.

(*Continued from page 125*)

Name	Paper Represented	Office
Humphreys, Robert	International News Service	Times-Herald Bldg.
Hurd, Charles W. B.	New York Times	Albee Bldg.
Hutchinson, William K.	International News Service	Times-Herald Bldg.
Huston, Luther A.	New York Times	Albee Bldg.
Hynes, Betty	Washington Times-Herald	Times-Herald Bldg.
Jacobs, Max H.	Houston Post	National Press Bldg.
Jaffa, Lillian-Marie	International News Service	Times-Herald Bldg.
Jager, Betsy	Wichita Beacon	Geo. Washington Inn
Jamieson, Edward	Houston Chronicle, New Orleans States, San Antonio (Tex.) Express, Wichita Falls (Tex.) Record-News, Fort Worth Star Telegram, Nashville Tennesseean	National Press Bldg.
Janssen, Otto G.	United Press Associations	National Press Bldg.
Jefferson, Mary F.	Women's Wear	Union Trust Bldg.
Jenks, George F.	Toledo Blade	National Press Bldg.
Jensen, Doris B.	Chicago Times	National Press Bldg.
Johnson, Vance	Chicago Sun	National Press Bldg.
Jones, Alexander F.	Washington Post	Post Bldg.
Jones, Carter Brooke	Washington Evening Star	Star Bldg.
Jones, Coleman B.	New York Herald Tribune	National Press Bldg.
Jones, Edward F.	Washington Times-Herald	Times-Herald Bldg.
Kassewitz, Jack	Washington Times-Herald	Times-Herald Bldg.
Kelley, Frank R.	New York Herald Tribune	National Press Bldg.
Kelly, Francis J.	Associated Press	Star Bldg.
Kelly, John W.	Pendelton (Ore.) East Oregonian	National Press Bldg.
Kelly, Laurence W.	Chicago Sun	National Press Bldg.
Kennedy, Frank A.	St. Petersburg (Fla.) Independent, Jacksonville Journal, Pensacola Journal and News, Orlando Sentinel and Reporter Star, Panama City News-Herald	1413 Crittenden St.
Kennedy, Robert E.	Chicago Times	National Press Bldg.
Kennedy, William P.	Washington Star, Springfield (Mass.) Republican, Springfield (Mass.) Daily News	Star Bldg.
Kenworthy, Carroll H.	United Press Associations	National Press Bldg.
Kemodle, Margaret	Associated Press	Star Bldg.
Kidney, Daniel M.	Indianapolis Times, Evansville, Ind. Press, Knoxville News-Sentinel, Memphis Press-Scimitar	1013 13th St.
Killeen, Kathryne	Houston Chronicle	National Press Bldg.
Kilpatrick, Carroll	Birmingham News and Age-Herald, Yorkshire (England) Post, Raleigh News and Observer	National Press Bldg.
Kilpatrick, Frances W.	Birmingham News	National Press Bldg.
King, John E.	Dallas News	Albee Bldg.
Klaw, Spencer	United Press Associations	National Press Bldg.
Klein, Sandor S.	United Press Associations	National Press Bldg.
Kluttz, Jerry	Washington Post	Post Bldg.
Kneeland, Harold	Washington Daily News	1013 13th St.
Knighton, Wm. H. Y., Jr.	Baltimore Sun	National Press Bldg.
Knowlton, Robert A.	United Press Associations	National Press Bldg.
Kovacic, Donald	Associated Press	Star Bldg.
Krafsur, S. S.	Telegraph Agency of the U. S. S. R.	National Press Bldg.
Kramer, Kenneth G.	Wall Street Journal	National Press Bldg.
Krieg, Frederick P.	Associated Press	Star Bldg.
Krock, Arthur	New York Times	Albee Bldg.
Laitin, Joseph	United Press Associations	National Press Bldg.
Lahey, Edwin A.	Chicago Daily News	Colorado Bldg.
Lam, Mildred	New York Journal of Commerce	Albee Bldg.
Lamm, Lynne M.	Daily Metal Trade, Newport (R. I.) Herald	National Press Bldg.
Lander, William H.	United Press Associations	National Press Bldg.
Lapin, Adam	Daily Worker (N. Y.)	National Press Bldg.
Lapin, Eva	Daily Worker (N. Y.)	National Press Bldg.
Lardner, Fred W.	New York Journal of Commerce	Albee Bldg.
Lasch, Robert	Chicago Sun	National Press Bldg.
Laue, William R.	New York Times	Albee Bldg.
Lawrence, David	United States News Association	2201 M St.
Lawrence, William H.	New York Times	Albee Bldg.
Leach, Paul R.	Chicago Daily News	Colorado Bldg.
Le Fevre, Martha	Michigan League of Home Dailies, Lansing (Mich.) State Journal, Pontiac (Mich.) Daily Press, Battle Creek Enquirer-News	National Press Bldg.
Le May, Francis M.	Associated Press	Star Bldg.
Leonard, John D.	Wall Street Journal	National Press Bldg.
Lewis, Howard	Washington Daily News	1013 13th St.
Lewis, Sir Wilmott	London Times	National Press Bldg.
Lincoln, G. Gould	Washington Star	Star Bldg.
Lindley, Ernest K.	Washington Post, Des Moines Register, and Tribune	Post Bldg.
Lindsay, Malvina	Washington Post	Post Bldg.
Linz, Bertram F.	Newport Daily News	Albee Bldg.
Lippmann, Walter	New York Herald Tribune Syndicate	1525 35th St.
Loeser, John C.	Hartford Courant	National Press Bldg.
Loftus, Joseph A.	Associated Press	Star Bldg.
Lorance, John	Springfield (Mass.) Daily News	1305 N St.
Lord, Frank B.	Alexandria Gazette	1630 R St.
Lowe, Herman A.	Philadelphia Inquirer	National Press Bldg.
Lowell, William E.	Associated Press	Star Bldg.
Lucey, Charles T.	New York World-Telegram	1013 13th St.
Lu, David	Central News Agency of China	National Press Bldg.
Lynn, Robert M.	Richmond News Leader	1277 New Hampshire Ave.
Lyon, Gideon A.	Washington Star	Star Bldg.
McBreen, Thomas J., Jr.	United States News Association	2201 M St.
McCord, Robert E.	Jersey Observer, Rome (N. Y.) Sentinel	1700 I St.
McCully, Samuel F., Jr.	Chicago Sun	National Press Bldg.
McCullough, John M.	Philadelphia Inquirer	National Press Bldg.
McGaffin, J. Marr	Omaha World-Herald	National Press Bldg.
McGahan, Paul J.	Philadelphia Inquirer	National Press Bldg.
McKelway, Benjamin M.	Washington Star	Star Bldg.
McKusick, Frances	Winston-Salem Journal and Sentinel, Durham Herald Sun, Evansville Courier, Mitchell (S. D.) Republic	Earle Bldg.
McLaughlin, Patrick H.	International News Service	Times-Herald Bldg.
McNair, Marie S.	Washington Times-Herald	Times-Herald Bldg.
McNamara, Thomas	Philadelphia Record	National Press Bldg.
McNeil, Marshall	El Paso Herald-Post, Fort Worth Press, Houston Press	1013 13th St.
MacCormac, John	New York Times	Albee Bldg.
Maclarlan, W. J.	Associated Press	Star Bldg.
MacLennan, Nancy H.	New York Times	Albee Bldg.
Magruder, Milton E.	United Press Associations	National Press Bldg.
Maley, Raymond C.	Sydney Morning Herald (Australia)	1301 15th St.
Mallon, Paul	King Features Syndicate	730 Jackson Pl.
Mallon, Winifred	New York Times	Albee Bldg.
Manly, Chesly	Chicago Tribune Press Service	Albee Bldg.
Manning, George H., Jr.	Harrisburg News-Patriot, Camden Courier and Post	National Press Bldg.
Marckas, Earle	International News Service	Times-Herald Bldg.
Markham, Edgar	St. Paul Pioneer Press, St. Paul Dispatch	Albee Bldg.
Martin, Lorenzo W.	Louisville Times	National Press Bldg.
Martin, Ovid	Associated Press	Star Bldg.
Martinez, Francis X.	Associated Press	Star Bldg.
Massock, Richard G.	Associated Press	Star Bldg.
Maynard, John	Washington Times-Herald	Times-Herald Bldg.
Meddoff, J. Lewis	Buffalo Evening News	National Press Bldg.
Meredith, Luther	Chicago Sun	National Press Bldg.
Michie, Charles A.	P M	National Press Bldg.
Mickel, Merlin	Associated Press	Star Bldg.
Miller, Hope Ridings	Washington Post	Post Bldg.
Miller, Lee G.	Scripps-Howard Newspaper Alliance	1013 13th St.
Miller, Paul	Associated Press	Star Bldg.
Miville, James W.	New York Herald Tribune	National Press Bldg.
Mobley, Radford E., Jr.	Akron Beacon Journal, Detroit Free Press, Miami Herald, Honolulu Star Bulletin	National Press Bldg.
Molony, Charles	Associated Press	Star Bldg.
Moody, Blair	Detroit News	Colorado Bldg.
Moore, Reuel S.	United Press Associations	National Press Bldg.
Monberg, Helene C.	United Press Associations	National Press Bldg.
Morgan, Cole E.	New York Journal and American, Chicago Herald and American, San Francisco Examiner, Los Angeles Examiner	Times-Herald Bldg.
Morris, George	Memphis Commercial Appeal	1013 13th St.
Morris, John D.	New York Times	Albee Bldg.
Morris, Samuel W.	Chicago Sun	National Press Bldg.
Morrow, Hugh	Philadelphia Inquirer	National Press Bldg.
Moulden, Ray	Chicago Journal of Commerce	Times-Herald Bldg.
Mullen, G. Frederick	United Press Associations	National Press Bldg.
Murphy, William C., Jr.	Philadelphia Inquirer	National Press Bldg.
Myler, J. L.	United Press Associations	National Press Bldg.
Nagel, Carlos C.	Chicago Sun	National Press Bldg.
Naumann, Oscar E.	New York Journal of Commerce	Albee Bldg.
Neal, William S.	International News Service	Times-Herald Bldg.
Nessly, William V.	Washington Post	Post Bldg.
Norris, John G.	Washington Post	Post Bldg.
Norton, Howard M.	Baltimore Evening Sun	National Press Bldg.
Nover Barnet	Washington Post	Post Bldg.
O'Brien, John C.	Philadelphia Inquirer	National Press Bldg.
O'Brien, J. Patrick	Associated Press	Star Bldg.
O'Donnell, John	New York Daily News	National Press Bldg.
O'Leary, J. A.	Washington Star	Star Bldg.
O'Neal, Sam A.	St. Louis Star-Times	National Press Bldg.
O'Neill, Thomas M.	Baltimore Evening Sun	National Press Bldg.
O'Rourke, John	Washington Daily News	1013 13th St.
Older, Andrew H.	Film Daily, Radio Daily	520 Third St.
Oliver, Frank	London Times	National Press Bldg.
Oliver, D. Harold	Associated Press	Star Bldg.
Ortiz-Echague, Fernando	La Nacion (Buenos Aires)	1420 New York Ave.
Palmer, Kyle D.	Los Angeles Times	National Press Bldg.
Park, Margaret	Sanford (Fla.) Herald, Stuart (Fla.) Daily News, Daytona Beach News-Journal	P. O. Box 762
Parker, George B.	Scripps-Howard Newspaper Alliance	1013 13th St.
Parrish, Wayne W.	Harrisburg Telegraph	American Bldg.
Pasley, Fred	New York Daily News	National Press Bldg.
Pasley, Virginia	New York Daily News	National Press Bldg.
Patterson, Eleanor M.	Washington Times-Herald	Times-Herald Bldg.
Pattie, J. Delton	Daily Traffic World	Earle Bldg.
Peacock, W. T.	Associated Press	Star Bldg.
Pearson, Drew	United Features Syndicate	National Press Bldg.
Pearson, Leon M.	United Features Syndicate	3432 Newark St.
Peck, Phillips J.	International News Service	Times-Herald Bldg.
Perkins, Bertram J.	Daily News Record	Union Trust Bldg.
Perkins, Fred W.	Pittsburgh Press	1013 13th St.
Perlmeter, Irving	Associated Press	Star Bldg.
Perry, Glen	New York Sun	Munsey Bldg.
Player, William O., Jr.	New York Post	National Press Bldg.
Poor, Peggy	United Press Associations	National Press Bldg.
Powers, Richard P.	Associated Press	Star Bldg.
Prevost, Clifford A.	Detroit Free Press, Akron Beacon Journal, Miami Herald	National Press Bldg.
Pusey, Merlo J.	Washington Post	Post Bldg.
Pyle, Ernest T.	Scripps-Howard Newspaper Alliance	1013 13th St.
Rachlis, Eugene	Chicago Sun	National Press Bldg.
Ragsdale, Warner B.	United States News Association	2201 M St.
Ralph, Henry D.	Oil City (Pa.) Derrick	National Press Bldg.
Ramsey, Paul W.	Philadelphia Inquirer	National Press Bldg.
Randall, Wayne T.	Washington Times-Herald	Times-Herald Bldg.
Ranft, Joseph L.	United Press Associations	National Press Bldg.
Reed, Philip G.	International News Service	Times-Herald Bldg.
Reedy, Thomas A.	Associated Press	Star Bldg.
Reichmann, John A.	United Press Associations	National Press Bldg.
Reid, Jay Herbert, Jr.	Philadelphia Evening Bulletin	National Press Bldg.
Resseguie, Harry E.	Daily News Record	Union Trust Bldg.
Reuben, Robert E.	United Press Associations	National Press Bldg.
Reynolds, J. Lacey	Nashville Tennesseean, Fort Worth (Tex.) Star-Telegram, Tulsa World, Ashtabula Star-Beacon, Youngstown Vindicator	National Press Bldg.
Reynolds, H. K.	International News Service	Times-Herald Bldg.
Reynolds, Thomas P.	Chicago Sun	National Press Bldg.
Richards, Ray	Los Angeles Examiner	Times-Herald Bldg.
Riggs, Robert L.	Louisville Courier-Journal	National Press Bldg.
Riley, George D.	Washington Times-Herald	Times-Herald Bldg.
Ring, William E.	Washington Times-Herald	Times-Herald Bldg.
Rippey, Stephens	Bridgeport Post-Telegram	National Press Bldg.
Riseling, John J. W.	Washington Post	Post Bldg.
Robb, Gene S.	New York Journal-American	Times-Herald Bldg.
Roberts, Arthur S.	Associated Press	Star Bldg.
Roberts, Edward V.	United Press Associations	National Press Bldg.
Robertson, Nathan W.	PM	National Press Bldg.
Robinson, Tremain F.	Houston Chronicle, Arkansas Democrat, Shreveport Times, Nashville Tennesseean	National Press Bldg.
Rochester, Edward S.	Macon Evening News, Macon Telegraph	1311 G St.
Rosenfeld, Alvin	International News Service	Times-Herald Bldg.
Ross, Charles G.	St. Louis Post-Dispatch	Kellogg Bldg.
Rothman, A. D.	Sydney (Australia) Morning Herald	1301 15th St.
Runyon, Damon, Jr.	International News Service	Times-Herald Bldg.
Rutledge, Howard A.	Wall Street Journal	National Press Bldg.
Ryan, Edward F.	Washington Post	Post Bldg.
Ryhlick, Frank	Daily Worker (N. Y.)	National Press Bldg.
Sadler, Christine	Washington Post	Post Bldg.
Sandahl, Clifford	Associated Press	Star Bldg.
Sanderson, J. F.	Canadian Press	Star Bldg.
Savarese, Joseph V., Jr.	International News Service	Times-Herald Bldg.
Scheleen, Joseph C.	Daily Traffic World	Earle Bldg.
Schreff, Fred H.	United Press Associations	National Press Bldg.
Sentner, David P.	New York Journal-American	Times-Herald Bldg.
Shackford, R. H.	United Press Associations	National Press Bldg.
Shalett, Sidney	New York Times	Albee Bldg.
Sharpe, H. W.	United Press Associations	National Press Bldg.
Shoop, Duke	Kansas City Star	Albee Bldg.
Short, Joseph H.	Chicago Sun	National Press Bldg.
Shubert, Leonard B.	Associated Press	Star Bldg.
Simms, William Philip	Scripps-Howard Newspaper Alliance	1013 13th St.
Simpson, Kirke L.	Associated Press	Star Bldg.
Singleton, Alexander H.	Associated Press	Star Bldg.
Slater, Harold	International News Service	Times-Herald Bldg.
Sloan, Kermit	Wall Street Journal	National Press Bldg.
Smith, Carl	Oregon Journal, Portland	Colorado Bldg.
Smith, Mrs. Charles Brooks	Wheeling Intelligencer, Fairmont (W. Va.) Times, Parkersburg (W. Va.) News	1650 Harvard St.
Smith, Denys H. H.	London Daily Telegraph and Morning Post	1630-A 19th St.
Smith, Frank M.	Washington Times-Herald	Times-Herald Bldg.
Smith, Hal Harrison	New York Times	Albee Bldg.
Smith, Joseph Kingsbury	International News Service	Times-Herald Bldg.
Smith, Merriman	United Press Associations	National Press Bldg.
Smith, Ralph	Atlanta Journal	Mayflower Hotel
Smith, Stanley H.	Traffic World, Chicago	Earle Bldg.
Sourwine, Julien G.	Sioux City (Iowa) Journal, St. Joseph (Mo.) News-Press, Altoona Mirror, Davenport (Iowa) Democrat, Alton (Ill.) Telegraph, Fall River (Mass.) Herald News, Shreveport Journal, Palm Beach Post-Times, Fort Wayne (Ind.) News-Sentinel	1700 I St.
Spear, William R.	Associated Press	Star Bldg.
Speck, Hugo	International News Service	Times-Herald Bldg.
Springer, Betty Lou	Philadelphia Record, Miami Herald	National Press Bldg.

THE PRESS GALLERY OF THE CONGRESS OF THE U. S.

Name	Paper Represented	Office
Stafford, Lawrence	Grand Rapids Press, Muskegon Chronicle, Jackson Citizen Patriot, Ann Arbor News, Flint Journal, Bay City Times, Saginaw News, Kalamazoo Gazette	Colorado Bldg.
Stark, Louis	New York Times	Albee Bldg.
Stedman, Alfred D	United States News	2201 M St.
Stephenson, Malvina	Oklahoma City Times, Cincinnati Times-Star	National Press Bldg.
Sterner, Charles J	Wall Street Journal, Exchange Telegraph Co., Ltd.	National Press Bldg.
Stevenson, Charles	Washington Daily News	1013 13th St.
Stewart, Charles P	Central Press Association	1100 Leslie Ave., Alexandria, Va.
Stewart, Gilbert W., Jr	Wall Street Journal	National Press Bldg.
Stimpson, George W	Austin Daily Tribune, Cedar Rapids Gazette	National Press Bldg.
Stinnett, Jack	Associated Press	Star Bldg.
Spargo, Mary	Washington Post	Post Bldg.
Stokes, Dillard	Washington Post	Post Bldg.
Stokes, Richard L	St. Louis Post-Dispatch	Kellogg Bldg.
Stokes, Thomas L	Scripps-Howard Newspaper Alliance	1013 13th St.
Stone, I. F	PM	National Press Bldg.
Stone, Walker	Scripps-Howard Newspaper Alliance	1013 13th St.
Stonehouse, Kenneth	Reuters News Agency of London	National Press Bldg.
Strand, William C., Jr	Chicago Tribune	Albee Bldg.
Stratton, Cliff	Kansas City Kansan, Topeka Daily Capital	The Burlington
Strayer, Martha	Washington Daily News	1013 13th St.
Strebig, James J	Associated Press	Star Bldg.
Strout, Richard L	Christian Science Monitor	National Press Bldg.
Sullivan, Mark	New York Herald-Tribune Syndicate	820 18th St.
Suttle, Howard	Charleston (S. C.) News and Courier, Spartanburg (S. C.) Herald-Journal, Wilmington (N. C.) Star-News	National Press Bldg.
Taishoff, Sol	Radio News Bureau	National Press Bldg.
Talburt, H. M	Scripps-Howard Newspaper Alliance	1013 13th St.
Tankersley, G. E	Washington Times-Herald	Times-Herald Bldg.
Tarry, G. L	New York Daily News	National Press Bldg.
Tatarian, Roger	United Press Associations	National Press Bldg.
Theis, J. William	International News Service	Times-Herald Bldg.
Thistlethwaite, Mark	Indianapolis News, Fort Wayne Journal-Gazette, Terre Haute Tribune	Albee Bldg.
Thompson, Jo	Associated Press	Star Bldg.
Thompson, H. O	United Press Associations	National Press Bldg.
Thornburg, Dick	Cincinnati Post, Cleveland Press, Columbus Citizen, Kentucky Post	1013 13th St.
Timmons, Bascom N	Chicago Sun, Houston Chronicle, San Antonio Express, Dallas Times Herald, Fort Worth Star-Telegram, Tulsa World, Nashville Tennessean, Shreveport Times, New Orleans States, Arkansas Democrat, Youngstown Vindicator	National Press Bldg.
Tinsley, A. Frank	Reuters (London)	National Press Bldg.
Todd, Laurence	Telegraph Agency of the U. S. S. R.	National Press Bldg.
Tragle, J. Frank	Associated Press	Star Bldg.
Trohan, Walter	Chicago Tribune Press Service	Albee Bldg.
Troth, Elton	International News Service	Times-Herald Bldg.
Trussell, Charles P	New York Times	Albee Bldg.
Tucker, Ray	McClure Newspaper Syndicate	6308 Hillcrest Pl., Chevy Chase, Md.
Tufty, Esther Van Wagoner	Michigan League of Home Dailies, Lansing (Mich.) State Journal, Pontiac (Mich.) Daily Press, Battle Creek (Mich.) Inquirer-News	National Press Bldg.
Turner, C. Russell, Jr	United Press Associations	National Press Bldg.
Turner, Richard L	Associated Press	Star Bldg.
Umstead, William L	International News Service	Times-Herald Bldg.
Vaccaro, Ernest B	Associated Press	Star Bldg.
Van Devander, Charles	New York Post	National Press Bldg.
Vincent, Jack	International News Service	Times-Herald Bldg.
Waggoner, Walter H	Wall Street Journal	National Press Bldg.
Waithman, Robert	London News Chronicle	National Press Bldg.
Waldrop, Frank C	Washington Times-Herald	Times-Herald Bldg.
Walsh, Burke	N. C. W. C. News Service	1312 Massachusetts Ave.
Ward, Harold W	Associated Press	Star Bldg.
Ward, Paul	Baltimore Sun	National Press Bldg.
Warden, Philip L	Chicago Tribune	Albee Bldg.
Warren, Ernest G	Associated Press	Star Bldg.
Watkins, Charles D	Associated Press	Star Bldg.
Watkins, Everett C	Indianapolis Star, Terre Haute Star	National Press Bldg.
Watson, Mark S	Baltimore Sun	National Press Bldg.
Watts, John	Washington Times-Herald	Times-Herald Bldg.
Webb, Arthur	Daily Herald (London)	Willard Hotel
Wechsler, James	PM	National Press Bldg.
Wehrwein, Austin C	Washington City News Service	National Press Bldg.
Weir, Paul	Associated Press	Star Bldg.
Weller, Frank I	Associated Press	Star Bldg.
Welsh, Estelle G	St. Louis Post-Dispatch	Kellogg Bldg.
Werner, O. E	Associated Press	Star Bldg.
West, Alburn D	Associated Press	Star Bldg.
West, Betty	Chicago Journal of Commerce	Times-Herald Bldg.
Wheaton, Warren W	Chicago Sun	National Press Bldg.
White, Dale B	United Press Associations	National Press Bldg.
White, James D	Associated Press	Star Bldg.
White, Llewellyn	Chicago Sun	National Press Bldg.
Whitney, Robert F	New York Times	Albee Bldg.
Wiggins, John H	Associated Press	Star Bldg.
Wilhelm, Tom	Chicago Sun	National Press Bldg.
Williams, Gladstone	Atlanta Constitution, Fresno (Calif.) Bee, Modesto (Calif.) Bee, Sacramento Bee	National Press Bldg.
Williams, Leonard W	Newark Evening News	Colorado Bldg.
Wilson, Ann France	Newspaper Enterprise Association	1013 13th St.
Wilson, Lyle C	United Press Associations	National Press Bldg.
Wilson, Richard C	United Press Associations	National Press Bldg.
Wilson, Richard L	Des Moines Register and Tribune, Minneapolis Star-Journal and Tribune	National Press Bldg.
Wilson, William C	United Press Associations	National Press Bldg.
Wood, Lewis	New York Times	Albee Bldg.
Wooton, Paul	New Orleans Times-Picayune	National Press Bldg.
Wright, James L	Buffalo Evening News	National Press Bldg.
Young, Ralph	Davenport Times, Waterloo (Iowa) Daily Courier	1758 Q St.
Yost, Paul M	Associated Press	Star Bldg.
Zielke, George R	Associated Press	Star Bldg.
Zimmerman, William E	International News Service	Times-Herald Bldg.

HOUSE PRESS GALLERY

William J. Donaldson, Jr., superintendent, 3730 Brandywine st. Chester R. Thrift, 1218 Thirty-third st. and Anthony P. Demma, 5037 Kansas ave., assistant superintendents.

SENATE PRESS GALLERY

Harold R. Beckley, superintendent, 7 Normandy dr., Silver Spring, Md. Joseph E. Wills, 1714 North Troy st., Arlington, Va., and Howard C. Dawes, 23 Fifth st., SE., assistant superintendents.

Ridding America of a Deadly Saboteur

WASTE in any phase of the war effort is a deadly saboteur in our midst.

But waste of food is particularly dangerous because adequate nourishment of the civilian workers in your community, and in every other community, is so vital to the war effort. When we cut waste in food distribution we hasten our progress toward the day of victory.

Where is this waste?

It is in the food that is damaged by too frequent handling, and in the food that is spoiled because it is not delivered to consumers fast enough. It is in the freight cars, locomotives and trucks that are forced to go miles out of the most direct route to market because of inadequate planning. It is in the manpower, transportation facilities, gasoline, oil, rubber, that are used up *needlessly* because of inefficient distribution.

Can such waste be eliminated?

The experience of efficient food distributors, chain and independent alike, proves conclusively that it can. For instance—to cite just one fact—30 per cent of the food handled by A & P is now delivered *directly* to A & P stores from packing or processing plants or rail unloading points; it does not even have to go through our own warehouses. Through such streamlined distribution, A & P is able to eliminate waste of food, transportation facilities, time, effort and money.

At a time when America cannot afford waste in any form, the men and women of A & P are doing the nation's least wasteful and most efficient job of food distribution.

A&P FOOD STORES

CITY, RETAIL, ALL OTHER TOTAL, NET PAID AND BULK—A. B. C. NEWSPAPERS

ALABAMA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Anniston	*Star*	(e)	6,662	3,901	10,563	401	10,964	38
	Sunday edition	(S)	6,644	3,992	10,636	412	11,048	222
Birmingham	News-Age-Herald	(m)	17,406	10,676	28,082	21,883	49,965	61
	News	(e)	75,057	29,273	104,330	26,753	131,083	35
	Total daily	(me)	92,463	39,949	132,412	48,636	181,048	96
	Sunday edition	(S)	78,917	37,823	116,740	40,988	157,728	61
	Post	(e)	37,162	21,084	58,246	10,092	68,338	31
Dothan	*Eagle*	(e)	3,008	6,771	9,779	376	10,155	..
	Sunday edition	(S)	3,000	7,061	10,061	378	10,439	..
Huntsville	*Times*	(e)	6,359	4,417	10,776	383	11,158	..
	Sunday edition	(S)	6,523	4,580	11,103	383	11,486	..
Mobile	Register	(m)	14,733	9,513	24,246	4,103	28,349	..
	Press	(e)	31,827	8,708	40,535	2,833	43,368	..
	Total daily	(me)	46,560	18,221	64,781	6,936	71,717	..
	Press Register	(S)	36,770	19,189	55,959	7,320	63,279	..
Montgomery	Advertiser	(m)	18,049	19,841	37,890	12,332	50,222	..
	Journal	(e)	13,143	3,854	16,997	2,105	19,102	..
	Total daily	(me)	31,192	23,695	54,887	14,437	69,324	..
	Sunday edition	(S)	23,267	20,563	43,829	13,361	57,190	..

ARIZONA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Phoenix	Republic	(m)	20,396	14,733	35,129	6,734	41,863	6
	Gazette	(e)	16,370	7,293	23,663	1,383	25,046	6
	Total daily	(me)	36,766	22,026	58,792	8,117	66,909	12
	Sunday edition	(S)	24,065	17,582	41,647	7,802	49,449	6
Tucson	Daily Star*	(m)	9,635	2,048	11,683	863	12,546	..
	*Daily Citizen**	(e)	8,763	2,502	11,265	584	11,849	7
	Total daily*	(me)	18,398	4,550	22,948	1,447	24,395	7
	Sunday edition*	(S)	11,199	2,332	13,531	1,181	14,712	..

ARKANSAS

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Fort Smith	Southwest American	(m)	4,700	10,443	15,143	943	16,086	29
	Times-Record	(e)	9,452	4,143	13,595	186	13,781	9
	Total daily	(me)	14,152	14,586	28,738	1,129	29,867	38
	Southwest Times-Record	(S)	13,420	15,200	28,620	1,165	29,785	20
Little Rock	*Arkansas-Democrat*	(e)	24,824	21,180	46,004	9,405	55,409	..
	Sunday edition	(S)	24,360	25,691	50,051	11,352	61,403	1
	Arkansas Gazette	(m)	24,707	24,430	49,137	20,354	69,491	22
	Sunday edition	(S)	27,995	33,479	61,474	29,071	90,545	25
Pine Bluff	*Commercial*	(e)	5,724	5,331	11,055	432	11,487	..
	Sunday edition	(S)	5,570	5,220	10,790	431	11,221	..

CALIFORNIA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Alhambra	*Post-Advocate*	(e)	5,439	1,359	6,798	105	6,903	..
Bakersfield	*Californian*	(e)	9,889	8,801	17,890	665	18,555	..
Berkeley	*Gazette*	(e)	10,422	.....	.....	458	10,880	..
Chico	*Enterprise*	(e)	2,605	957	3,562	189	3,751	..
Culver City	*Star News*	(e)	1,722	491	2,213	50	2,263	..
Eureka	*Humboldt Standard*	(e)	3,558	2,606	6,164	420	6,584	6
	Times	(m)	2,232	2,255	4,537	1,114	5,651	2
	Sunday edition	(S)	3,221	2,502	5,723	1,176	6,899	2
Fresno	*Bee*	(e)	19,220	23,406	42,626	5,075	47,701	33
	Sunday edition	(S)	18,781	23,381	42,162	5,294	47,456	22
Glendale	*News-Press*	(e)	13,751	168	13,919	186	14,105	2
Hollywood	*Citizen-News*	(e)	11,843	10,046	21,889	2,128	24,017	65
Long Beach	Sun	(m)	11,387	596	11,983	108	12,091	..
	Press-Telegram	(e)	36,896	9,347	46,243	2,264	48,507	..
	Total daily	(me)	48,283	9,943	58,226	2,372	60,598	..
	Press-Telegram	(S)	45,877	10,194	56,071	2,540	58,611	..
Los Angeles	Examiner	(m)	144,415	53,205	197,620	37,910	235,530	428
	Sunday edition	(S)	339,063	139,603	478,666	162,186	640,852	395
	Herald & Express	(e)	197,343	50,559	247,902	17,185	265,087	278
	Daily News	(d)	163,659	46,773	210,432	10,229	220,661	40
	Times	(m)	133,464	62,749	196,213	39,274	235,487	339
	Sunday edition	(S)	248,530	123,111	371,641	79,506	451,147	265
Marysville-Yuba City	*Appeal-Democrat*	(e)	3,237	3,042	6,269	476	6,745	..
Modesto	*Bee*	(e)	5,323	7,330	12,653	595	13,248	..
Monrovia	*News-Post*	(e)	3,017	....	....	102	3,119	..
Napa	*Register*	(e)	Statement not received.					
Oakland	*Post-Enquirer*	(e)	36,758	8,516	45,274	2,911	48,185	93
	Tribune	(e)	78,700	18,837	97,537	4,505	102,042	214
	Sunday edition	(S)	82,697	20,570	103,267	6,398	109,665	199
Pasadena	Post	(m)	17,282	2,771	20,053	543	20,596	..
	Star-News	(e)	17,522	2,769	20,291	579	20,870	3,041
	Post	(S)	17,455	2,789	20,244	553	20,797	..
Pomona	*Progress-Bulletin*	(e)	5,156	2,012	7,168	183	7,351	..
Redding	*Record-Searchlight*	(e)	2,653	2,530	5,183	380	5,563	..
Redondo Beach	*South Bay Breeze*	(e)	3,857	178	4,035	67	4,102	3
Richmond	*Independent*	(e)	10,561	899	11,460	288	11,748	..
Riverside	Enterprise	(m)	1,261	3,392	4,653	316	4,969	..
	Daily Press	(e)	7,593	415	8,008	365	8,373	..
	Total daily	(me)	8,854	3,807	12,661	681	13,342	..
	Enterprise	(S)	1,310	3,413	4,723	315	5,038	..
Sacramento	*Bee*	(e)	37,935	19,923	57,858	17,893	75,751	105
	Union	(m)	8,521	2,664	11,185	781	11,966	99
	Sunday edition	(S)	19,185	5,912	25,097	1,887	26,984	166
San Bernardino	Sun	(m)	9,970	4,609	14,579	1,071	15,650	8
	Telegram	(e)	3,657	26	3,683	51	3,734	..
	Total daily	(me)	13,627	4,635	18,262	1,122	19,384	8
	Sun	(S)	10,470	4,816	15,286	1,398	16,684	..
San Diego	Union	(m)	36,201	3,270	39,471	980	40,451	68
	Tribune-Sun	(e)	59,395	5,849	65,244	284	65,528	69
	Total daily	(me)	95,596	9,119	104,715	1,264	105,979	137
	Sunday edition	(S)	71,290	6,444	77,734	1,385	79,119	87
San Francisco	*Call-Bulletin*	(e)	82,522	26,769	109,291	14,523	123,814	171
	Chronicle	(m)	....	....	....	....	....	..
	Sunday edition	(S)	....	....	....	....	....	..
	Examiner	(m)	78,499	49,028	127,527	41,700	169,227	58
	Sunday edition	(S)	152,444	155,965	308,409	171,764	480,173	40
	News	(e)	68,000	19,370	107,370	3,911	111,281	24
	Wall St. Journal	(m)	(International distribution)				3,339	..
San Jose	Mercury-Herald*	(m)	13,053	6,718	19,801	1,442	21,243	..
	Sunday edition	(S)	14,790	6,794	21,584	3,425	25,009	..
	*News**	(e)	12,635	5,349	17,984	311	18,295	13
San Luis Obispo	*Telegram-Tribune*	(e)	3,256	2,168	5,424	208	5,632	..
San Pedro	*News-Pilot*	(e)	7,338	1,724	9,062	152	9,214	..
Santa Ana	*Register*	(e)	8,641	8,078	16,719	200	16,919	3
Santa Barbara	News-Press	(m)	2,505	1,288	3,793	923	4,716	..
	News	(e)	7,380	2,699	10,079	346	10,405	..
	Total daily	(me)	9,865	3,987	13,852	1,269	15,121	..
	Sunday edition	(S)	9,482	3,629	13,111	1,182	14,293	58
Santa Cruz	*News*	(e)	1,648	989	2,637	75	2,712	..
	Sentinel	(m)	2,376	901	3,077	211	3,288	..
	Combined daily	(me)	3,924	1,790	5,714	286	6,000	..
	Sunday edition	(S)	3,845	1,786	5,631	284	5,915	..
Santa Monica	*Outlook*	(e)	10,018	1,586	11,604	176	11,780	..
Stockton	*Record*	(e)	16,650	10,356	27,006	1,656	28,662	14
Vallejo	Times-Herald*	(m)	10,521	....	....	1,260	11,781	1
	*Chronicle**	(e)	11,408	....	....	674	12,082	..
	Total daily*	(me)	21,929	....	....	1,934	23,863	1
	Sunday edition*	(S)	11,614	....	....	1,259	12,873	..
	News		Statement not received.					
Ventura	*Star-Free Press*	(e)	4,099	3,174	7,273	247	7,521	55
Woodland	*Democrat*	(e)	1,462	997	2,459	286	2,745	16

COLORADO

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Boulder	*Camera**	(e)	3,446	474	3,920	425	4,345	15
Colorado Springs	Gazette	(m)	4,274	1,225	5,499	500	5,999	25
	Telegraph	(e)	8,372	572	8,944	226	9,170	4
	Total daily	(me)	12,646	1,797	14,443	726	15,169	29
	Gazette and Telegraph	(S)	12,941	1,518	14,459	1,142	15,601	22
Denver	*Post*	(e)	100,510	8,986	109,496	57,702	167,198	61
	Sunday edition	(S)	110,686	13,679	124,365	155,378	279,743	19
	Rocky Mountain-News	(m)	34,234	2,355	36,589	11,590	48,179	30
	Sunday edition	(S)	37,006	3,111	40,117	13,298	53,415	16
Fort Collins	*Express-Courier*	(e)	2,931	1,604	4,535	576	5,111	..
	Sunday edition	(S)	2,949	1,606	4,555	579	5,134	..
Grand Junction	*Sentinel**	(e)	2,924	4,945	7,869	883	8,752	8
	Sunday edition*	(S)	2,950	4,953	7,903	892	8,795	5
Greeley	*Tribune and Republican*	(e)	3,443	3,616	7,059	573	7,632	..
Lamar	*News*	(e)	(Statement not received.)					
Pueblo	Chieftain	(m)	4,815	3,271	8,086	3,068	11,154	5
	Star-Journal	(e)	12,318	1,653	13,971	910	14,881	1
	Total daily	(me)	17,133	4,924	22,057	3,978	26,035	6
	Sunday edition	(S)	16,005	5,735	21,740	4,739	26,479	4
Trinidad	*Chronicle-News**	(x)	1,875	1,018	2,893	118	3,011	..
	Saturday edition*	(k)	1,815	1,016	2,831	119	2,950	..
	Light	(n)	....	....	....	....	....	..

CONNECTICUT

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Ansonia	*Sentinel*	(e)	6,512	....	....	295	9,807	4
Bridgeport	Herald	(S)	21,946	6,462	28,408	55,739	84,147	..
	Telegram	(m)	12,552	1,639	14,191	520	14,711	6
	Post	(e)	55,073	10,723	65,795	1,729	67,524	106
	Total daily	(me)	67,624	12,362	79,986	2,249	82,235	112
	Post	(S)	28,317	4,978	33,295	784	34,079	..
Bristol	*Press*	(e)	6,806	937	7,743	245	7,988	..
Danbury	*News-Times*	(e)	7,408	3,768	11,176	323	11,499	..
Greenwich	*Time**	(e)	3,594	....	....	276	3,870	31
Hartford	Courant*	(m)	23,664	17,954	41,618	7,968	49,586	99
	Sunday edition*	(S)	37,731	30,664	68,395	12,800	81,195	67
	*Times**	(e)	62,423	12,399	74,822	4,428	79,250	16
Manchester	*Herald*	(e)	(Statement not received.)					
Meriden	*Journal*	(e)	6,801	676	7,477	126	7,603	..
	Record	(m)	7,620	3,297	10,917	716	11,633	30
Middletown	*Press*	(e)	8,040	3,580	11,620	504	12,124	1
New Britain	*Herald**	(e)	19,166	2,314	21,480	715	22,195	..
New Haven	Journal-Courier*	(m)	19,124	4,016	23,140	534	23,674	..
New London	*Day**	(e)	13,592	3,771	17,363	770	18,133	16
Norwalk	*Hour*	(e)	8,474	1,371	9,845	265	10,110	6
Stamford	*Advocate*	(e)	13,040	2,087	15,127	437	15,564	2
Waterbury	*Democrat*	(e)	8,150	1,813	9,963	350	10,313	11
	Republican	(m)	8,066	4,986	13,052	4,520	17,572	14
	American	(e)	18,601	4,615	23,216	626	23,842	14
	Total daily	(me)	26,667	9,601	36,268	5,146	41,414	28
	Sunday edition	(S)	15,997	7,356	23,353	3,258	26,611	2

EXPLANATION OF KEY LETTERS

Following is the explanation of the key letters used to designate time of publication of newspapers in the tables which follow:

(a) Evening, except Tuesday
(b) Evening, Tuesday to Saturday
(c) Monday evening only
(d) Daily
(e) Evening, except Sunday
(f) Friday only
(g) Tuesday only
(h) Saturday morning only
(j) Thursday only
(l) Morning, except Saturday
(m) Morning, except Sunday
(n) Morning, except Monday
(S) Sunday only
(x) Evening, except Saturday and Sunday
(y) Saturday evening only
(v) Evening, except Wednesday
(w) Wednesday only
(W) Saturday only

Roman type indicates morning newspapers. *Italic* type indicates evening newspapers.
* Asterisk after paper's name denotes statement for three months ending September 30, 1942

SOUTH BEND
---an Ideal TEST Market

The South Bend market, the second largest in Indiana, was chosen twice by the federal government as a TEST market; once in 1939 for the census test and again in 1942 for the nutrition test.

South Bend should be your TEST market, too. Here you will find a rich agricultural and industrial market, with industries operating at an increased tempo, payrolls and retail sales steadily mounting and effective buying income showing an increase of 120 per cent in the last four years.

You can reach the families of this large and active market thoroughly and economically with The South Bend Tribune. The Tribune reaches more than 72 per cent of the families in this retail trading area and all of the families in South Bend and Mishawaka (A. B. C. City Area).

Write for a copy of the booklet, "Covering the South Bend Market," showing circulation comparisons and buying power indices for this market.

The South Bend Tribune

F. A. Miller, President and Editor — Franklin D. Schurz, Vice-President — C. L. Crockett, Sec'y and Treas.

78,258 Net Paid DAILY — 76,307 Net Paid SUNDAY

National Representatives: STORK, BROOKS & FINLEY, INC.

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 128*)

DELAWARE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Wilmington	News	(m)	8,918	4,003	12,921	2,618	15,539	8
	Journal Every-Evening	(e)	27,118	16,095	43,213	6,793	50,006	8
	Total daily	(me)	36,036	20,098	56,134	9,411	65,545	16
	Star	(S)	8,097	1,923	10,020	666	10,686	407

DISTRICT OF COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Washington	*News*	(e)	94,064	2,618	96,682	466	97,148	128
	Post	(m)	119,202	13,290	132,492	25,272	157,764	537
	Sunday edition	(S)	109,602	13,429	123,031	25,611	148,642	396
	Star	(e)	157,542	15,563	173,105	4,356	177,461	523
	Sunday edition	(S)	155,019	17,587	172,606	5,737	178,343	306
	Times Herald	(d)	180,586	13,916	194,502	25,731	220,233	370
	Sunday edition	(S)	144,769	14,583	159,352	74,074	233,426	129

FLORIDA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Daytona Beach	Journal	(m)	5,142	1,943	7,085	174	7,259	..
	News	(e)	6,422	2,054	8,476	286	8,762	..
	Total daily	(me)	11,564	3,997	15,561	460	16,021	..
	News-Journal	(S)	6,452	2,117	8,569	349	8,918	..
Fort Lauderdale	*News & Evening Sentinel*	(e)	3,482	1,168	4,650	347	4,997	..
	Sunday edition	(S)	2,538	804	3,342	327	3,669	..
Jacksonville	*Journal*	(e)	37,115	9,281	46,396	3,194	49,590	30
	Times-Union	(m)	48,248	21,293	69,541	21,311	90,852	122
	Sunday edition	(S)	53,010	24,283	77,293	24,781	102,074	131
Lakeland	*Ledger*	(e)	4,321	2,873	7,194	280	7,474	1
	Sunday edition	(S)	4,454	3,003	7,457	314	7,771	..
Miami	Herald	(m)	62,255	7,860	70,115	14,962	85,077	148
	Sunday edition	(S)	65,037	8,604	73,641	21,886	95,527	145
	News	(e)	33,657	4,310	37,967	7,549	45,516	55
	Sunday edition	(S)	31,221	4,362	35,583	9,668	45,251	43
Orlando	Sentinel	(m)	8,421	5,525	13,946	946	14,892	..
	Reporter Star	(e)	8,453	1,840	10,293	440	10,733	..
	Total daily	(me)	16,874	7,365	24,239	1,386	25,625	..
	Sentinel Star	(S)	12,125	7,047	19,182	1,487	20,669	..
Panama City	*News-Herald*	(e)	3,872	1,264	5,136	141	5,277	..
	Sunday edition	(S)	3,865	1,273	5,138	141	5,279	..
Pensacola	Journal	(m)	9,986	5,187	15,173	3,545	18,718	..
	News	(e)	11,211	4,268	15,479	1,080	16,559	..
	Total daily	(me)	21,197	9,455	30,652	4,625	35,277	..
	Sunday edition	(S)	12,673	5,987	18,660	3,763	22,423	..
St. Petersburg	*Independent*	(e)	9,956	1,281	11,237	716	11,953	1
	Times	(m)	15,841	1,308	17,149	830	17,979	46
	Sunday edition	(S)	17,032	1,343	18,375	1,452	19,827	242
Tampa	*Times*	(e)	22,035	7,479	29,514	2,846	32,360	..
	Tribune	(m)	31,141	27,865	59,006	12,322	71,328	..
	Sunday edition	(S)	35,628	31,878	67,506	14,139	81,665	..
West Palm Beach	Post	(m)	6,490	2,691	9,181	395	9,576	..
	Times	(e)	4,278	1,482	5,760	38	5,798	..
	Total daily	(me)	10,768	4,173	14,941	433	15,374	..
	Post-Times	(S)	8,668	3,943	12,611	503	13,114	..

GEORGIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albany	*Herald*	(e)	5,471	3,979	9,450	498	9,948	..
	Sunday edition	(S)	5,349	3,978	9,227	498	9,725	..
Athens	Banner-Herald	(x)	2,988	2,379	5,367	176	5,543	..
	Sunday edition	(S)	3,050	2,367	5,417	171	5,588	..
Atlanta	Constitution	(m)	67,383	44,589	111,972	24,557	136,529	109
	Sunday edition	(S)	70,221	47,289	117,510	31,027	148,537	83
	Journal	(e)	82,431	49,558	131,989	43,096	175,085	147
	Sunday edition	(S)	81,555	54,014	135,569	95,966	231,535	77

GEORGIA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Augusta	Chronicle	(m)	10,597	9,381	19,978	2,082	22,060	..
	Sunday edition	(S)	10,689	9,535	20,224	2,128	22,352	13
	Herald	(e)	11,948	6,438	18,386	1,615	20,001	..
	Sunday edition	(S)	11,360	6,421	17,781	1,629	19,410	..
Columbus	Enquirer*	(m)	4,978	5,866	10,844	672	11,516	81
	*Ledger**	(e)	17,256	2,504	19,760	281	20,041	16
	Total daily*	(me)	22,234	8,370	30,604	953	31,557	97
	Ledger-Enquirer*	(S)	21,474	8,001	29,475	999	30,474	68
Macon	Telegraph	(m)	11,125	12,063	23,188	5,982	29,170	..
	News	(e)	9,330	3,355	12,685	614	13,299	..
	Total daily	(me)	20,455	15,418	35,873	6,596	42,469	..
	Telegraph & News	(S)	18,419	14,993	33,412	5,773	39,185	..
Rome	News-Tribune	(x)	5,343	2,065	7,408	290	7,698	..
	Sunday edition	(S)	5,468	2,114	7,582	290	7,872	..
Savannah	News*	(m)	15,906	15,990	31,905	2,385	34,290	79
	Sunday edition*	(S)	18,289	13,026	31,315	2,020	33,335	75
	*Press**	(e)	17,500	2,881	20,381	179	20,560	15

HAWAII

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Hilo	*Tribune-Herald*	(e)	....	....	....	....	....	..
	Sunday edition	(S)	....	....	....	....	....	..
Honolulu	Advertiser	(m)	....	....	....	....	....	..
	Sunday edition	(S)	....	....	....	....	....	..
	Star Bulletin	(x)	....	....	....	....	....	..
	Saturday edition	(y)	....	....	....	....	....	..

IDAHO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Boise	*Capital News*	(e)	6,138	12,185	18,323	2,488	20,811	55
	Idaho Statesman	(m)	6,015	11,404	17,419	3,307	20,726	67
	Sunday edition	(S)	6,697	10,057	16,704	2,856	19,560	47
Coeur D'Alene	*Press**	(e)	2,978	1,157	4,135	166	4,301	..
Idaho Falls	Post-Register	(n)	2	3,022	3,024	477	3,501	..
	Post-Register	(e)	3,064	2,254	5,381	309	5,687	38
	Total daily*	(me)	3,066	5,276	8,342	846	9,188	38
	Sunday edition	(S)	3,116	5,290	8,406	846	9,252	64
Moscow	*Idahonian*	(e)	(Statement not received)					
Nampa	*Free Press*	(e)	2,155	1,585	3,740	192	3,932	..
Twin Falls	Times-News	(x)	3,904	10,315	14,219	770	14,989	4
	Sunday edition	(S)	3,803	10,252	14,055	774	14,829	8

ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Alton	*Telegraph*	(e)	14,845	3,100	17,945	1,553	19,498	..
Aurora	*Beacon-News*	(e)	14,461	7,739	22,200	671	22,871	5
Belleville	*Advocate*	(e)	4,469	3,107	7,576	561	8,137	3
	News-Democrat	(e)	5,321	2,431	7,752	641	8,393	7
Bloomington	Pantagraph	(x)	10,285	14,980	25,265	2,500	27,765	3
	Saturday edition	(k)	10,181	14,985	25,166	2,500	27,666	3
	Sunday edition	(S)	10,328	9,817	20,143	1,649	21,792	1
Cairo	*Citizen & Bulletin*	(e)	2,826	3,824	6,650	418	7,068	9
Canton	*Ledger*	(e)	3,484	4,295	7,779	485	8,264	1
Centralia	*Sentinel*	(e)	4,862	3,760	8,622	515	9,137	..
Champaign-Urbana	*News-Gazette**	(e)	9,452	8,293	17,745	834	18,579	4
	Sunday edition*	(S)	9,400	8,258	17,658	833	18,491	4
Chicago	*Herald-American*	(e)	340,616	67,983	408,599	57,446	466,045	967
	Sunday edition	(S)	281,788	130,737	412,525	458,339	870,864	397
	News	(e)	305,939	74,665	380,604	62,453	443,057	679
	Sun	(m)	187,930	46,127	234,057	42,968	277,025	1,010
	Sunday edition	(S)	174,471	52,693	227,164	146,418	373,582	832
	Times	(e)	333,758	47,104	380,862	14,705	395,567	401
	Sunday edition	(S)	300,466	65,275	365,741	72,000	437,741	136
	Tribune	(m)	627,641	173,229	800,870	205,122	1,005,992	2,386
	Sunday edition	(S)	597,226	198,666	795,892	390,518	1,186,410	722
Danville	Commercial-News*	(x)	12,522	13,695	26,217	1,624	27,841	—
	Saturday edition*	(y)	12,528	6,435	18,963	734	19,697	..
	Sunday edition*	(S)	12,330	13,882	26,412	1,636	28,048	..

THESE ARE ACTUAL *Facts* ABOUT *Hawaii*

Hawaii wants no special praise for the part she is taking in this war. As an integral part of the United States, she has always known that she has responsibilities, as well as privileges. Now she is proud to meet her responsibilities, with all her resources.

For the time being, Hawaii is a front line battlefront of the U.S.A. For the time being, therefore, Hawaii must make sacrifices, asked from only one other part of the United States. Her people, possessed of unbeatable energy and patriotism, are mobilized on this basis, and count the opportunity a high privilege.

Yet, even under this military order, Hawaii's civilian life goes on, with typical American energy and progress. She works as she never has before. She earns more money than she ever has before. And, what should interest every American manufacturer, is that she buys and consumes more things of every kind and character, than she ever has before.

Hawaii is the fifth best market, in the West, for American merchandise. Today, she is a better "fifth best market" than ever before. *Better by 25% than during the same period last year.* Rightfully then, this should reinforce Hawaii's importance, in your sales plans.

The same report of progress goes for Hawaii's greatest newspaper, the STAR-BULLETIN. Circulation has doubled in ten months. Coverage blankets four out of five homes. Practically everybody in Hawaii reads and depends upon the STAR-BULLETIN.

Logically therefore, what you do in Hawaii now, to promote the sale of your products, will yield a rich volume of business *today,* and build a solid foundation, for a rich volume of business, in post-war days, for *Hawaii's people are brand-buying-conscious!*

Honolulu Star-Bulletin

O'MARA & ORMSBEE, Inc., *Mainland Representatives*

NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 129*)

ILLINOIS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Decatur	Herald	(m)	9,410	10,491	19,901	3,768	23,669	..
	Review	(e)	17,193	9,208	26,401	983	27,384	..
	Total daily	(me)	26,603	19,699	46,302	4,751	51,053	..
	Herald-Review	(S)	19,790	19,389	39,188	4,975	44,163	..
Dixon	*Telegraph*	(e)	3,028	3,578	6,606	247	6,853	3
East St. Louis	Journal	(x)	13,746	1,024	14,770	393	15,163	..
	Sunday edition	(S)	15,921	597	16,518	414	16,932	..
Elgin	*Courier News*	(e)	10,801	6,143	16,944	610	17,554	..
Freeport	*Journal-Standard*	(e)	6,480	6,538	13,018	478	13,496	1
Galesburg	*Register-Mail*	(e)	7,714	10,252	17,966	1,566	19,532	..
Jacksonville	Journal	(n)	1,788	3,402	5,190	525	5,715	2
	Courier	(e)	1,938	765	2,703	114	2,817	..
	Total daily	(me)	3,710	4,167	7,877	639	8,516	2
	Sunday edition	(S)	2,052	3,422	5,474	527	6,001	4
Joliet	*Herald-News*	(e)	19,554	5,315	24,869	872	25,741	..
	Sunday edition	(S)	19,537	5,402	24,939	874	25,813	22
Kewanee	*Star-Courier*	(e)	4,427	4,457	8,884	436	9,320	..
La Salle	*Post Tribune*	(e)	4,846	4,242	9,088	665	9,753	..
Lincoln	*Courier*	(e)	2,728	2,552	5,280	515	5,795	..
Macomb	*Journal*	(e)	2,412	3,981	6,393	623	7,016	..
Mattoon	*Journal-Gazette & Commercial Star*	(e)	4,172	2,282	6,454	704	7,158	24
Moline	Dispatch	(e)	14,547	5,350	19,897	725	20,622	..
Monmouth	*Review Atlas*	(e)	2,388	2,339	4,727	567	5,294	..
Mt. Vernon	*Register News*	(e)	4,938	3,362	8,300	445	8,745	..
Ottawa	*Republican-Times*	(e)	4,560	4,822	9,382	498	9,880	..
Peoria	Journal-Transcript	(d)	33,054	20,230	53,284	9,633	62,917	132
	Sunday edition	(S)	30,635	17,758	48,393	10,442	58,835	30
	Star	(e)	19,830	9,369	29,199	4,491	33,690	29
	Sunday edition	(S)	19,268	9,730	28,998	8,306	37,304	6
Pontiac	*Leader*	(e)	1,914	1,725	3,639	488	4,127	..
Quincy	Herald-Whig & Journal	(x)	9,462	15,580	25,042	1,281	26,323	..
	Saturday edition	(y)	9,300	5,711	15,011	612	15,623	..
	Sunday edition	(S)	9,782	15,774	25,536	1,293	26,829	..
Rockford	Star	(n)	13,256	13,887	27,143	2,582	29,725	4
	Register-Republic	(e)	21,700	4,054	25,724	687	26,411	4
	Total daily	(me)	34,956	17,941	52,897	3,239	56,136	8
	Sunday edition	(S)	16,010	14,032	30,042	2,602	32,644	4
Rock Island	*Argus*	(e)	13,658	6,426	20,084	970	21,054	..
Springfield	Illinois State Journal	(m)	14,242	25,847	40,089	2,193	42,282	25
	Illinois State Journal	(e)	8,909	372	9,281	1	9,282	1
	Total daily	(me)	23,151	26,219	49,370	2,194	51,564	26
			(Figures for period April 1 to May 9, 1942)					
	Sunday edition	(S)	21,931	22,472	44,403	1,928	46,331	3
			(Figures for period April 1 to May 10, 1942)					
	Illinois State Register	(e)	15,594	17,414	33,008	2,110	35,118	..
	Sunday edition	(S)	13,976	16,064	30,040	2,192	32,232	3
			(Figures for period April 1, to May 10, 1942)					
	Illinois State Journal	(m)	19,039	26,003	45,042	2,265	47,307	29
	Illinois State Register	(e)	15,696	15,039	30,735	1,451	32,186	1
	Total daily	(me)	34,735	41,042	75,777	3,716	79,493	30
			(Figures for period May 11 to Sept. 30, 1942)					
	Sunday Journal & Register	(S)	27,554	35,102	62,656	3,482	66,138	8
			(Figures for period May 17 to Sept. 30, 1942)					
Sterling	*Gazette*	(e)	5,020	3,706	8,726	387	9,113	1
Streator	*Times-Press**	(e)	4,272	4,068	8,340	914	9,254	1
Taylorville	*Breeze-Courier*	(e)	2,592	1,920	4,512	245	4,757	..

ILLINOIS—Continued

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Waukegan	*News-Sun*	(e)	10,791	6,072	16,863	466	17,329	..

INDIANA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Anderson	*Bulletin*	(e)	13,473	5,793	19,266	1,121	20,387	6
	Herald	(n)	5,294	7,180	12,474	2,430	14,904	..
	Sunday edition	(S)	5,768	7,182	12,950	2,428	15,378	..
Bedford	*Times-Mail*	(e)	3,905	2,209	6,114	504	6,618	..
Bloomington	*Telephone*	(e)	4,191	1,723	5,914	480	6,394	..
	World	(e)	(Statement not received)					
Columbus	*Republican*	(e)	4,739	2,325	7,064	592	7,656	..
Crawfordsville	*Journal & Review**	(e)	3,149	5,223	8,372	853	9,225	30
Elkhart	*Truth*	(e)	9,862	6,063	15,925	780	16,705	2
Evansville	Courier	(m)	17,807	22,418	40,225	2,638	42,863	46
	Press	(e)	23,942	9,018	32,960	2,344	35,304	50
	Sunday edition	(S)	33,904	24,891	58,795	6,587	65,382	26
Fort Wayne	Journal-Gazette	(m)	23,298	25,661	48,959	6,519	55,478	61
	Sunday edition	(S)	26,953	24,609	51,562	2,276	53,838	20
	News-Sentinel	(e)	34,717	28,938	63,655	5,169	68,824	55
Gary	*Post Tribune**	(e)	29,808	2,932	32,740	763	33,503	..
Hammond	Times	(x)	26,426	3,038	29,464	845	30,309	3
	Sunday edition	(S)	25,887	3,161	28,848	850	29,698	..
Huntington	Herald-Press	(x)	3,704	2,831	6,535	352	6,887	1
	Sunday edition	(S)	3,713	2,837	6,550	353	6,903	9
Indianapolis	*News*	(e)	97,802	30,887	128,689	24,431	153,120	168
	Star	(m)	68,616	33,942	102,558	28,346	130,904	95
	Sunday edition	(S)	106,416	45,867	152,283	35,309	187,592	70
	Times	(e)	66,946	15,998	82,944	5,852	88,796	92
Kokomo	*Tribune*	(e)	9,596	6,285	15,881	921	16,802	..
Lafayette	*Journal & Courier*	(e)	12,227	21,744	33,971	2,244	36,215	6
LaPorte	*Herald-Argus*	(e)	5,854	2,682	8,536	562	9,098	..
Logansport	*Pharos-Tribune*	(e)	4,904	7,163	12,067	1,120	13,187	..
	Press	(n)	3,538	5,606	9,144	743	9,887	30
	Sunday edition	(S)	3,673	5,618	9,291	746	10,037	..
Madison	*Courier*	(e)	(Statement not received)					
Marion	Leader-Tribune	(n)	3,686	4,291	7,977	378	8,355	45
	Chronicle	(x)	8,280	1,644	9,924	139	10,063	..
	Total daily	(me)	11,966	5,935	17,901	517	18,418	45
	Chronicle-Tribune	(S)	11,190	5,923	17,113	511	17,624	45
Michigan City	*News-Dispatch*	(e)	6,557	2,683	9,240	459	9,699	..
Muncie	*Press*	(e)	11,098	5,737	16,835	1,413	18,248	10
	Star	(m)	11,524	10,210	21,734	2,125	23,859	13
	Sunday edition	(S)	11,467	8,184	19,651	948	20,599	16
Peru	*Tribune*	(e)	3,838	2,881	6,719	423	7,142	5
Princeton	*Clarion-News*	(e)	1,004	1,013	2,017	163	2,180	7
	Democrat	(e)	846	1,432	2,278	128	2,406	..
	Total daily	(e)	1,850	2,445	4,295	291	4,586	7
Richmond	Item	(n)	123	12,359	12,482	266	12,748	19
	Palladium	(x)	10,205	1,308	11,513	370	11,883	26
	Total daily	(me)	10,328	13,667	23,995	636	24,631	45
	Palladium	(S)	10,289	13,706	23,995	636	24,631	22
Shelbyville	*Democrat*	(e)	2,557	1,308	3,865	938	4,803	..
	Republican	(m)	688	1,075	1,763	268	2,031	..
	Total daily	(me)	3,245	2,383	5,628	1,206	6,834	..
South Bend	*Tribune*	(e)	41,745	29,683	71,428	6,830	78,258	..
	Sunday edition	(S)	39,801	29,662	69,463	6,844	76,307	..
Terre Haute	Star	(m)	10,847	14,569	25,416	2,588	28,004	65
	Tribune	(e)	17,870	8,144	26,014	2,640	28,654	12
	Sunday edition	(S)	20,005	12,433	32,438	1,740	34,178	2
Vincennes	*Sun-Commercial**	(e)	5,390	6,120	11,510	808	12,318	..
	Sunday edition*	(S)	5,389	6,118	11,507	807	12,314	..
Wabash	Times Star	(m)	....	2,114	2,114	106	2,220	..
	Plain Dealer	(e)	2,544	797	3,341	383	3,724	..
	Total daily	(me)	2,544	2,911	5,455	489	5,944	..
Washington	*Herald*	(e)	1,578	2,702	4,280	247	4,527	12

FIRST FIRST FIRST FIRST FIRST FIRST FIRST

IN *Iowa*

in 1935 in 1936 in 1937 in 1938 in 1939 in 1940 in 1941 in 1942

The Cedar Rapids Gazette

WAR TIME
. . . or . . .
PEACE TIME

The Cedar Rapids Gazette

LEADS ALL IOWA DAILY NEWSPAPERS IN TOTAL PAID ADVERTISING

"Blankets Iowa's Richest Market"

Represented Nationally by
ALLEN-KLAPP CO.
NEW YORK CHICAGO DETROIT
MEMBER MEDIA RECORDS

THE 1942 PAID LINAGE RECORD OF IOWA NEWSPAPERS

	Agate Lines
1. CEDAR RAPIDS GAZETTE	6,825,071
2. Des Moines Register	6,675,250
3. Davenport Times	6,624,884
4. Davenport Democrat	6,433,574
5. Des Moines Tribune	5,541,074
6. Sioux City Journal-Tribune	5,342,482
7. Waterloo Courier	5,120,822

1942 Figures from Media Records and Iowa Daily Press Association.

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 130*)

IOWA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Boone	*News-Republican**	(e)	2,901	1,222	4,123	152	4,275	..
Burlington	*Hawk-Eye-Gazette*	(e)	9,292	8,579	17,871	699	18,570	..
Cedar Rapids	Gazette	(x)	18,393	21,055	39,448	4,981	44,429	43
	Sunday edition	(S)	17,963	21,093	39,056	5,082	44,138	34
	Saturday edition	(y)	18,195	13,274	31,469	4,321	35,790	37
Clinton	*Herald*	(e)	7,322	10,956	18,278	1,018	19,296	4
Council Bluffs	Nonpareil	(x)	7,589	6,736	14,325	682	15,007	1
	Saturday edition	(y)	7,502	2,673	10,175	578	10,753	..
	Sunday edition	(S)	7,465	6,768	14,233	710	14,943	3
Davenport	Democrat & Leader	(x)	7,228	6,642	13,870	903	14,773	5
	Sunday edition	(S)	11,421	6,984	18,405	936	19,341	9
	Times	(e)	19,770	5,720	25,490	845	26,335	..
Des Moines	Register	(m)	41,731	69,918	111,649	59,242	170,891	285
	Tribune	(e)	54,066	64,802	118,868	11,974	130,842	154
	Total daily	(me)	95,797	134,720	230,517	71,216	301,733	439
	Sunday edition	(S)	54,398	159,241	213,630	161,279	374,909	87
Dubuque	Telegraph-Herald	(x)	10,727	20,479	31,206	1,434	32,640	..
	Sunday edition	(S)	11,189	20,452	31,640	1,453	33,094	..
Fort Dodge	*Messenger & Chronicle*	(e)	5,516	7,335	12,851	864	13,715	56
Iowa City	*Press-Citizen*	(e)	4,219	3,246	7,465	490	7,955	..
Keokuk	*Gate City*	(e)	5,704	2,605	8,309	227	8,536	37
Marshalltown	*Times-Republican**	(e)	4,613	5,944	10,557	534	11,091	62
Mason City	*Globe-Gazette**	(e)	7,195	10,944	18,139	886	19,025	4
Muscatine	*Journal & News Tribune*	(e)	4,740	3,002	7,742	391	8,133	8
Oskaloosa	*Herald*	(e)	2,563	2,815	5,378	257	5,635	2
Ottumwa	*Courier*	(e)	8,574	5,532	14,106	942	15,048	..
Sioux City	Journal	(m)	7,400	38,840	46,240	6,996	53,236	..
	Journal-Tribune	(e)	17,216	9,609	26,825	727	27,552	..
	Combined daily	(me)	24,616	48,449	73,065	7,723	80,788	61
	Sunday edition	(S)	22,980	28,842	51,822	5,026	56,848	23
Washington	*Journal*	(e)	1,245	1,637	2,882	541	3,423	..
Waterloo	Courier	(x)	17,152	20,493	37,645	552	38,197	30
	Sunday edition	(S)	16,739	20,491	37,230	558	37,788	25

KANSAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Abilene	Reflector-Chronicle	(n)	1,059	1,679	2,738	253	2,991	..
			(Figures for period April 1 to April 30, 1942)					
	Sunday edition	(S)	1,056	1,681	2,737	254	2,991	21
			(Figures for period April 1 to April 30, 1942)					
	Reflector-Chronicle	(e)	1,437	1,987	3,424	382	3,806	..
			(Figures for period May 1 to Sept. 30, 1942)					
Arkansas City	*Traveler*	(e)	3,046	2,036	5,082	290	5,372	..
Atchison	*Globe**	(e)	3,017	2,182	5,199	1,050	6,249	3
Chanute	*Tribune*	(e)	2,391	2,266	4,657	383	5,040	6
Emporia	*Gazette**	(e)	3,544	2,693	6,237	493	6,730	17
Fort Scott	*Tribune-Monitor*	(e)	2,078	2,867	4,945	246	5,191	..
Hutchison	Herald	(m)	2,409	9,428	11,837	7,659	19,496	18
	News	(e)	7,771	3,601	11,372	1,353	12,725	20
	Total daily	(me)	10,180	13,029	23,209	9,012	32,221	38
	News-Herald	(S)	8,555	13,179	21,734	9,487	31,221	25
Kansas City	*Kansan*	(e)	17,434	1,241	18,675	349	19,024	..
	Sunday edition	(S)	17,195	1,213	18,408	357	18,765	..
Lawrence	*Journal-World*	(e)	3,330	2,024	5,344	777	6,121	7
Leavenworth	Times	(x)	4,471	1,977	6,448	635	7,083	1
	Sunday edition	(S)	4,555	1,979	6,534	635	7,169	8
Ottawa	*Herald*	(e)	2,476	2,119	4,595	586	5,181	..
Parsons	*Sun*	(e)	3,906	2,842	6,748	357	7,105	789
Salina	*Journal**	(e)	5 606	4.503	10.109	4,112	14,221	13
Topeka	Capital	(m)	15,510	24,083	39,593	8,785	48,378	129
	Sunday edition	(S)	17,296	23,602	40,898	9,099	49,997	137
	State Journal	(e)	12,433	5,507	17,940	4,038	21,978	49
Wichita	*Beacon*	(e)	31,297	25,506	56,803	28,746	85,549	117
	Sunday edition	(S)	35,858	31,957	67,815	40,084	107,899	114
	Eagle	(m)	35,592	16,127	51,719	5,305	57,024	213
	Eagle	(e)	35,598	8,015	43,613	2,263	45,876	208
	Total daily	(me)	71,190	24,142	95,332	7,568	102,900	421
	Sunday edition	(S)	39,313	23,609	62,922	11,808	74,730	201

KENTUCKY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Ashland	*Independent**	(e)	6,533	2,971	9,504	730	10,234	10
	Sunday edition*	(S)	6,803	3,644	10,447	849	11,296	..
Bowling Green	*Park City News*	(x)	3,369	1,574	4,943	1,188	6,131	..
	Sunday edition	(S)	3,398	1,580	4,978	1,195	6,173	..
Frankfort	State Journal	(n)	2,192	1,034	3,226	345	3,571	..
	Sunday edition	(S)	2,237	1,034	3,271	345	3,616	..
Lexington	Herald	(m)	5,748	7,387	13,135	9,032	22,167	..
	Leader	(e)	13,149	4,092	17,241	4,488	21,729	..
	Total daily	(me)	18,897	11,479	30,376	13,520	43,896	..
	Herald-Leader	(S)	17,612	12,305	29,917	12,099	42,016	..
Louisville	Courier-Journal	(m)	57,949	23,710	81,659	45,682	127,341	56
	Times	(e)	98,923	29,448	128,371	12,018	140,389	57
	Total daily	(me)	156,872	53,158	210,030	57,700	267,730	113
	Sunday edition	(S)	111,055	41,308	152,363	60,402	212,765	436
Owensboro	Messenger	(n)	4,209	5,388	9,597	943	10,540	2
	Inquirer	(x)	4,778	2,670	7,448	226	7,674	2
	Total daily	(me)	8,987	8,058	17,045	1,169	18,214	4
	Sunday edition	(S)	9,317	8,472	17,789	1,261	19,050	4
Paducah	*Sun Democrat*	(x)	8,870	10,722	19,592	729	20,321	..
	Sunday edition	(S)	9,845	11,068	20,913	751	21,664	..
Paris	Kentuckian-Citizen		Statement not received.					

LOUISIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Alexandria	*Daily Town Talk*	(e)	9,381	11,267	20,648	610	21,258	2
Baton Rouge	Advocate	(m)	5,264	2,470	7,734	406	8,140	..
	State Times	(e)	14,844	3,660	18,504	985	19,489	20
	Total daily	(me)	20,108	6,130	26,238	1,391	27,629	20
	Sunday edition	(S)	8,036	3,112	11,148	738	11,886	..
Monroe	World	(n)	3,831	5,016	8,847	2,136	10,983	..
	News-Star	(x)	6,040	3,533	9,573	607	10,180	..
	Total daily	(me)	9,871	8,549	18,420	2,743	21,163	..
	Sunday edition	(S)	8,716	9,225	17,941	3,213	21,154	2
New Orleans	*Item*	(e)	51,943	7,595	59,538	2,593	63,131	141
	States	(e)	54,820	7,047	61,867	5,450	67,317	42
	Times-Picayune	(m)	80,954	20,777	101,731	41,240	142,971	172
	Times-Picayune-States	(S)	121,071	33,926	154,997	76,856	231,853	122
Shreveport	*Journal*	(e)	18,691	11,387	30,078	1,864	31,942	8
	Times	(m)	18,260	17,209	35,469	18,644	54,113	40
	Sunday edition	(S)	22,241	19,620	41,861	21,870	63,731	41

MAINE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Augusta	Kennebec Journal	(m)	4,604	4,527	9,131	407	9,538	..
Bangor	News	(L)	6,533	18,530	25,063	11,766	36,829	2
	Saturday edition	(k)	7,113	21,830	28,943	19,663	48,606	2
Lewiston-Auburn	Sun	(m)	8,692	12,981	21,673	3,253	24,926	17
	Journal	(e)	8,317	3,092	11,409	2,115	13,524	31
	Total daily	(me)	17,009	16,073	33,082	5,368	38,450	98
Portland	Press Herald	(m)	17,358	11,051	28,409	12,773	41,182	..
	Express	(e)	22,558	4,034	26,592	2,525	29,117	..
	Total daily	(me)	39,916	15,085	55,001	15,298	70,299	..
	Telegram	(S)	25,140	11,995	37,135	25,420	62,555	..

MARYLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Baltimore	*News-Post*	(e)	171,574	14,346	185,920	11,747	197,667	..
	American	(S)	168,812	19,198	188,010	58,574	246,584	..
	Sun	(m)	133,041	8,253	141,294	18,677	159,971	122
	Sun	(e)	153,612	10,532	164,144	6,227	170,371	103
	Total daily	(me)	286,653	18,785	305,438	24,904	330,342	225
	Sunday edition	(S)	194,866	16,772	211,638	29,938	241,576	74

MARYLAND—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Cumberland	News	(m)	3,460	4,185	7,645	898	8,543	25
	Times	(e)	9,611	8,532	18,143	715	18,858	..
	Total daily	(me)	13,071	12,717	25,788	1,613	27,401	25
	Times	(S)	9,022	8,897	17,919	544	18,463	..
Frederick	Post	(m)	588	5,178	5,766	416	6,182	36
	News	(e)	3,918	1,035	4,953	530	5,483	2
	Total daily	(me)	4,506	6,213	10,719	946	11,665	38
Hagerstown	Herald	(m)	2,394	2,533	4,927	315	5,242	43
	Mail	(e)	8,001	2,296	10,297	315	10,612	19
	Total daily	(me)	10,395	4,829	15,224	630	15,854	62
Salisbury	*Times*	(e)	3,366	3,576	6,924	171	7,113	..

MASSACHUSETTS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Athol	*News*	(e)	2,105	967	3,072	140	3,212	..
Attleboro	*Sun**	(e)	4,888	1,992	6,880	707	7,587	41
Beverly	*Times*	(e)	5,018	320	5,338	189	5,527	..
Boston	Record	(m)	161,388	40,950	202,238	109,570	311,808	..
	American	(e)	117,344	18,431	135,775	27,188	162,963	6
	Total daily	(me)	278,632	59,381	338,013	136,758	474,771	6
	Sunday Advertiser	(S)	181,775	90,823	272,598	304,416	577,014	..
	Christian Science Monitor	(d)	(International distribution)				139,619	4,475
	Globe	(m)	66,199	18,912	85,102	47,096	132,198	10
	Globe	(e)	145,650	19,994	165,644	10,614	176,258	5
	Total daily	(me)	211,849	38,906	250,746	57,710	308,456	15
	Sunday edition	(S)	193,378	58,477	251,853	88,950	340,803	7
	Herald	(m)	70,611	23,532	94,143	40,027	134,170	938
	Traveler	(e)	180,542	20,902	201,444	17,516	218,960	17
	Total daily	(me)	251,153	44,434	295,587	57,543	353,130	943
	Sunday edition	(S)	108,781	35,250	144,031	48,622	193,653	798
	Post	(m)	223,453	59,505	282,958	106,438	392,396	710
	Sunday edition	(S)	99,116	63,501	162,617	100,307	262,924	374
Brockton	*Enterprise & Times**	(e)	17,081	15,774	32,855	1,836	34,691	15
Clinton	*Item*	(e)	2,499	202	2,701	80	2,781	3
Fall River	*Herald-News*	(e)	25,811	6,247	32,058	1,280	33,338	..
Fitchburg	*Sentinel*	(e)	10,241	1,882	12,123	328	12,451	7
Gloucester	*Times**	(e)	5,795	1,180	6,975	439	7,414	13
Greenfield	*Recorder-Times*	(e)	5,843	2,718	8,561	431	8,992	31
Haverhill	*Gazette*	(e)	12,117	3,298	15,415	622	16,037	..
Hyannis	*Cape Cod Standard-Times*	(e)	....	....	....	....	9,091	..
Lawrence	Eagle	(m)	2,616	1,899	4,485	78	4,563	5
	Tribune	(e)	18,110	10,507	28,617	1,527	30,144	..
	Total daily	(me)	20,726	12,376	33,102	1,605	34,707	5
Lowell	*Sun, Citizen-Leader**	(e)	22,485	9,460	31,945	1,360	33,305	28
Lynn	*Item*	(e)	13,153	5,655	18,808	608	19,416	..
New Bedford	*Standard-Times*	(e)	31,876	14,454	46,330	1,655	47,985	..
	Standard-Times	(S)	24,123	6,869	30,992	1,803	32,795	..
Newburyport	*News**	(e)	3,360	1,541	4,901	240	5,141	33
North Adams	*Transcript*	(e)	7,737	3,859	11,596	1,028	12,624	5
Northampton	*Hampshire Gazette*	(e)	5,797	2,902	8,699	446	9,145	..
Pittsfield	*Berkshire Eagle*	(e)	15,781	5,806	21,587	1,688	23,275	..
Quincy	*Patriot Ledger*	(e)	14,357	9,885	24,242	732	24,974	..
Salem	*News**	(e)	9,595	10,150	19,745	852	20,597	..
Taunton	*Gazette**	(e)	8,760	883	9,643	440	10,083	..
Waltham	*News-Tribune*	(e)	6,786	1,645	8,431	305	8,736	..
Worcester	Telegram	(m)	25,823	16,032	41,855	6,761	48,616	6
	Gazette	(e)	43,834	34,094	82,928	9,566	92,494	7
	Total daily	(me)	74,657	50,126	124,783	16,327	141,110	13
	Sunday Telegram	(S)	40,838	29,722	70,580	8,875	79,455	..

Cut Yourself

a slice of the richest region in Kentucky . . .

Through

The Paris Daily Enterprise

Covers Kentucky's Richest County—Bourbon "In the Heart of the Bluegrass"

- √ Thoroughbred horse breeding
- √ Tops in Burley Tobacco Prices
- √ Rich livestock center
- √ Bluegrass Seed plants
- √ Hansley Mills, Inc. plant
- √ Extensive trading area
- √ Three U. S. Highways
- √ War training center (U. S. Signal Corps)

REPRESENTED BY

C. J. ANDERSON — **CHICAGO**

RALPH R. MULLIGAN — **NEW YORK**

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 131*)

MICHIGAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Adrian	*Telegram*	(e)	4,736	7,602	12,338	648	12,986	..
Alpena	*News*	(e)	3,224	2,071	5,295	411	5,706	..
Ann Arbor	*News**	(e)	10,243	4,164	14,407	544	14,951	..
Battle Creek	*Enquirer & News*	(e)	19,515	7,437	26,952	1,214	28,166	13
	Sunday edition	(S)	19,042	7,820	26,862	1,371	28,233	15
Bay City	*Times*	(e)	15,016	11,273	26,289	2,421	28,710	12
	Sunday edition	(S)	14,846	11,144	25,990	2,399	28,389	2
Benton Harbor and St. Joseph	*News-Palladium*	(e)	7,741	5,191	12,932	1,098	14,030	..
	Herald-Press	(e)	2,408	2,935	5,343	429	5,772	..
	Total Daily	(me)	10,149	8,126	18,275	1,527	19,802	..
Detroit	Free Press	(m)	235,265	48,226	283,491	73,345	356,836	1,298
	Sunday edition	(S)	163,986	58,714	222,700	117,577	340,277	556
	News	(e)	289,744	75,006	364,750	17,221	381,971	663
	Sunday edition	(S)	297,793	96,223	394,016	67,777	461,793	376
	Times	(e)	252,995	52,850	305,845	41,562	347,407	493
	Sunday edition	(S)	238,960	84,308	323,288	160,960	484,248	363
Escanaba	Press	(n)	3,209	3,734	6,943	864	7,807	..
	Sunday edition	(S)	3,281	3,926	7,207	879	8,086	..
Flint	*Journal*	(e)	45,811	13,895	59,706	1,540	61,246	1
	Sunday edition	(S)	44,808	13,765	58,573	1,601	60,174	6
Grand Rapids	Herald	(m)	18,993	12,887	31,880	12,459	44,339	29
	Sunday edition	(S)	25,087	9,091	34,178	3,447	37,625	9
	Press	(e)	54,707	25,771	80,478	16,587	97,065	43
Hillsdale	*News*	(e)	2,054	3,761	5,815	408	6,223	5
Iron Mountain	*News*	(e)	3,377	4,192	7,569	392	7,961	..
Ironwood	*Globe*	(e)	3,115	3,667	6,782	440	7,222	..
Jackson	*Citizen-Patriot*	(x)	18,822	10,245	29,067	1,909	30,976	..
	Saturday edition	(y)	18,484	5,565	24,049	1,091	25,140	..
	Sunday edition	(S)	18,786	10,567	29,353	1,913	31,266	..
Kalamazoo	Gazette*	(e)	18,898	12,859	31,757	1,263	33,020	..
	Sunday edition*	(S)	18,731	13,682	32,413	1,311	33,724	..
Lansing	*State Journal**	(x)	28,898	14,174	43,072	4,229	47,301	35
	Saturday edition*	(y)	27,904	9,324	37,228	2,741	39,969	38
	Sunday edition*	(S)	26,741	13,852	40,593	4,158	44,751	18
Ludington	*News*	(e)	2,428	1,893	4,321	368	4,689	..
Marquette	Mining Journal	(m)	3,506	5,354	8,860	1,742	10,602	..
Marshall	*Chronicle*	(e)	1,423	1,489	2,912	211	3,123	..
Menominee	*Herald-Leader*	(e)	2,204	1,944	4,148	286	4,434	10
Monroe	*News*	(e)	5,092	4,987	10,079	480	10,559	1
Muskegon	*Chronicle*	(e)	21,924	9,100	31,024	983	32,007	..
Owosso	*Argus-Press*	(e)	4,398	4,949	9,347	497	9,844	..
Pontiac	*Press*	(e)	20,618	14,589	35,207	2,447	37,654	..
Port Huron	*Times-Herald*	(e)	13,053	10,132	23,185	968	24,153	..
	Sunday edition	(S)	12,852	10,046	22,898	963	23,861	..
Royal Oak	*Tribune*	(e)	6,960	8,590	15,550	307	15,857	..
Saginaw	*News*	(e)	23,174	9,620	32,794	1,331	34,125	16
	Sunday edition	(S)	23,094	9,620	32,714	1,326	34,040	1
Three Rivers	*Commercial*	(e)	1,815	1,709	3,524	294	3,818	..

MINNESOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albert Lea	*Tribune*	(e)	2,958	2,757	5,715	327	6,042	..
Austin	*Herald*	(e)	4,588	2,917	7,505	266	7,771	14
Duluth	News-Tribune	(m)	14,611	20,802	35,413	3,567	38,980	24
	Herald	(e)	18,577	9,641	28,218	3,927	31,145	19
	Total daily	(me)	33,188	30,443	63,631	6,494	70,125	43
	Sunday edition	(S)	22,567	24,493	47,060	4,585	51,675	18
Fergus Falls	*Journal**	(e)	1,814	7,979	9,793	1,035	10,828	..

MINNESOTA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Hibbing	*Tribune*	(e)	3,414	2,200	5,614	515	6,129	1
Mankato	*Free Press*	(e)	4,678	7,492	12,170	751	12,921	5
Minneapolis	*Star-Journal*	(e)	120,277	51,557	171,834	61,663	241,634	472
	Tribune	(m)	37,059	17,631	54,690	19,479	75,512	241
	Total daily	(me)	157,336	69,188	226,524	81,142	317,136	713
	Sunday edition	(S)	143,222	85,400	228,622	116,901	361,546	223
	Times	(e)	44,982	11,128	56,110	4,803	61,907	297
Red Wing	*Republican-Eagle*	(e)	2,552	2,618	5,170	288	5,458	..
Rochester	*Post-Bulletin*	(e)	5,833	6,180	12,013	361	12,374	..
St. Cloud	*Times**	(e)	4,239	4,750	8,989	1,106	10,095	4
St. Paul	Pioneer-Press	(m)	48,447	12,843	61,290	2,144	63,943	117
	Dispatch	(e)	76,570	15,362	91,932	12,556	104,981	100
	Total daily	(me)	125,017	28,205	153,222	14,700	168,924	217
	Sunday edition	(S)	81,160	20,683	101,843	10,651	115,413	89
Winona	*Republican-Herald*	(e)	5,671	9,540	15,211	658	15,869	7

MISSISSIPPI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Biloxi-Gulfport	*Herald*	(e)	7,039	5,594	12,633	439	13,072	..
Jackson	Clarion-Ledger*	(m)	11,055	14,383	25,438	7,771	33,209	..
	*News**	(e)	9,962	9,150	19,112	7,808	26,920	..
	Total daily	(me)	21,017	23,533	44,550	15,579	60,129	..
	Clarion-Ledger*	(S)	12,078	16,125	28,203	8,462	36,665	..
	News*	(S)	10,662	9,728	20,390	8,415	28,805	..
	Total Sunday*	(S)	22,740	25,853	48,593	16,877	65,470	..
Laurel	*Leader-Call**	(e)	4,400	3,617	8,017	554	8,571	..
Meridian	*Star*	(e)	7,921	8,612	16,533	510	17,043	3
	Sunday edition	(S)	8,149	8,990	17,139	561	17,700	..
Tupelo	Journal	(m)	1,696	6,602	8,298	569	8,867	..
Vicksbury	Herald	(n)	2,370	....	....	772	3,142	..
	Post-Herald	(S)	3,515	....	....	2,515	6,030	..
	Post	(e)	4,075	....	....	2,160	6,235	..

MISSOURI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Cape Girardeau	*Southeast Missourian*	(e)	3,496	5,677	9,173	961	10,134	9
Columbia	*Missourian*	(e)	1,192	933	2,845	294	3,139	..
	Tribune	(e)	3,491	1,671	5,162	511	5,673	8
Hannibal	*Courier-Post & Journal*	(e)	4,243	3,673	8,016	544	8,560	30
Joplin	Globe	(n)	10,018	15,067	25,085	2,440	27,525	..
	News-Herald	(e)	7,714	6,519	14,233	1,890	16,123	..
	Total daily	(me)	17,732	21,586	39,318	4,330	43,648	..
	Globe	(S)	12,658	18,427	31,085	4,184	35,270	..
Kansas City	Times	(m)	184,728	72,626	257,354	51,207	308,561	672
	Star	(e)	194,723	72,501	267,224	45,745	312,969	790
	Total daily	(me)	379,451	145,127	524,578	96,952	621,530	1,462
	Sunday Star	(S)	189,082	74,167	263,249	56,740	319,989	451

IT'S A PARTNERSHIP WITH HOME

Grand Rapids, Lansing, Battle Creek are three outstanding Michigan cities, each world-famous for its products and industrial prosperity, each now applying unusual resources to war work.

In each is a newspaper which goes HOME and meets there the confidence and trust of old residents and new.

In Grand Rapids, the Herald, morning and Sunday.

In Lansing, the State Journal, evening and Sunday.

In Battle Creek, the Enquirer and News, evening and Sunday.

Affiliated in

FEDERATED PUBLICATIONS, Inc.

For the State Journal and Enquirer and News—The Allen-Klapp Co., New York, Chicago, Detroit. For the Herald, Reynolds, Fitzgerald Co., New York, Chicago, Detroit, Philadelphia, Los Angeles.

A Market Fact-Finder Puts His "OK" on Bayonne

Space-buyers are "wise" specialists. Nowadays the selection of advertisable markets has become an extremely difficult problem. WILL THEY LAST? We prefer to allow an analyst of markets to look FORWARD for 12 months.

He went to Bayonne . . . studied Bayonne. Here are his short-hand recommendations:

"The Eagle flaps its wings here. Naval bases and drydocks . . . shipbuilding . . . diversified industries . . . oil reserves. Steady employment. Pronounced LOCAL patriotic effort. A newspaper that *creates* the Victory spirit.

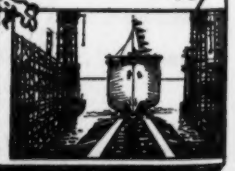
"Plenty of *extra, spendable* money in this area because of high wages, jobs that will last AFTER THE WAR.

"Highly concentrated circulation in this one-paper market . . . where the REAL buyers are. Nothing in all New Jersey can touch it.

"*Proven* results from national advertising.
"*29 new* national accounts in 1942.

"Bayonne simply can't be sold from the outside."

THE BAYONNE TIMES
Bayonne, New Jersey
Bogner & Martin, National Representatives
295 Madison Ave. New York, N. Y.



14,296 A.B.C. DAILY CIRCULATION 92% Home-Delivered

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(Continued from page 132)

MISSOURI—Continued

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Maryville	*Forum*	(e)	1,279	2,829	4,108	568	4,676	4
Mexico	*Ledger*	(e)	1,815	543	2,358	230	2,588	..
Moberly	*Monitor-Index & Democrat*	(e)	3,342	2,505	5,847	628	6,475	..
St. Joseph	Gazette	(m)	9,315	15,242	24,557	1,991	26,548	38
	News-Press	(e)	20,989	17,355	38,344	2,421	40,765	14
	Combined daily	(me)	30,304	32,597	62,901	3,712	66,613	52
	News-Press	(S)	21,723	18,398	40,121	2,253	42,374	56
St. Louis	Globe-Democrat	(m)	130,768	23,462	154,230	92,231	246,461	649
	Sunday edition	(S)	153,829	27,104	180,933	92,973	273,906	308
	Post-Dispatch	(e)	189,672	17,908	207,580	53,515	261,095	50
	Sunday edition	(S)	244,146	27,858	272,004	69,778	341,782	313
	Star-Times	(e)	128,600	12,480	141,080	31,803	172,883	80
Springfield	News	(m)	3,675	11,777	15,452	6,295	21,747	65
	Leader & Press	(e)	18,001	9,249	27,250	4,089	31,339	..
	Total daily	(me)	21,676	21,026	42,702	10,384	53,086	65
	News-Leader	(S)	18,379	19,776	38,155	9,443	47,598	..

MONTANA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Billings	Gazette	(m)	3,202	10,890	14,092	2,245	16,337	47
	Gazette	(e)	3,546	465	4,011	....	4,011	14
	Total daily	(me)	6,748	11,355	18,103	2,245	20,348	61
	Sunday edition	(S)	7,080	11,605	18,685	3,029	21,714	53
Butte	Montana Standard	(m)	11,254	3,268	14,522	2,424	16,946	53
	Post	(e)	9,705	1,445	11,150	320	11,470	13
	Total daily	(me)	20,959	4,713	25,672	2,744	28,416	66
	Sunday edition	(S)	16,451	4,301	20,752	4,584	25,336	40
Great Falls	Tribune	(m)	6,579	9,818	16,397	4,269	20,666	..
	Leader	(e)	3,818	1,175	4,993	54	5,047	..
	Total daily	(me)	10,397	10,993	21,390	4,323	25,713	..
	Sunday edition	(S)	8,464	11,500	19,964	5,214	25,178	..
Missoula	Missoulian	(m)	3,544	4,878	8,422	640	9,062	3
	Sentinel	(e)	3,309	527	3,836	117	3,953	..
	Total Daily	(me)	6,853	5,405	12,258	757	13,015	3
	Sunday edition	(S)	5,826	5,619	11,445	852	12,297	1

NEBRASKA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Beatrice	Sun	(x)	2,376	3,309	5,685	470	6,155	31
	Sunday edition	(S)	2,372	3,307	5,679	477	6,156	32
Fremont	Guide	(n)	2,378	2,801	5,179	390	5,569	..
			(Figures for period April 1 to July 25, 1942)					
	Tribune	(e)	1,678	2,426	4,104	345	4,449	..
	Tribune	(e)	3,267	4,258	7,525	618	8,143	..
			(Figures for period July 27 to Sept. 30, 1942)					
	Combined daily	(me)	4,056	5,227	9,283	735	10,016	..
Grand Island	*Independent*	(e)	5,775	6,720	12,495	2,134	14,629	37
Hastings	*Tribune*	(e)	3,804	6,558	10,362	939	11,301	17
Kearney	*Hub*	(e)	1,795	2,123	3,918	306	4,224	46
Lincoln	Journal	(m)	3,248	10,924	14,172	11,232	25,404	29
	Journal	(e)	12,013	2,288	14,301	571	14,872	30
	Star	(e)	9,855	8,145	18,000	5,547	23,547	..
	Total daily	(me)	25,116	21,357	46,473	17,350	63,823	59
	Journal-Star	(S)	19,886	12,414	32,300	10,414	42,714	..
Nebraska City	News-Press	(x)	1,485	2,163	3,648	543	4,191	..
	Sunday edition	(S)	1,484	2,163	3,647	544	4,191	..
Norfolk	*News*	(e)	2,078	5,140	7,218	623	7,841	29
North Platte	Bulletin*	(n)	3,199	2,938	6,137	844	6,981	..
	*Telegraph**	(e)	(Statement not received)					

NEBRASKA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Omaha	World-Herald	(m)	12,000	17,049	29,049	68,865	97,914	123
	World-Herald	(e)	73,301	12,531	85,732	7,490	93,222	64
	Total daily	(me)	85,201	29,580	114,781	76,355	191,136	186
	Sunday edition	(S)	77,042	30,797	107,839	78,805	186,644	26
Scottsbluff	Star-Herald	(n)	2,547	6,058	8,605	929	9,534	..
	Sunday edition	(S)	2,564	6,078	8,642	929	9,571	..

NEVADA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Reno	Journal	(m)	3,071	3,654	6,725	1,211	7,936	46
	Gazette	(e)	8,352	3,623	11,975	1,762	13,737	12
	Total daily	(me)	11,423	7,277	18,700	2,973	21,673	58
	Sunday edition	(S)	4,358	3,922	8,280	1,294	9,574	4½

NEW HAMPSHIRE

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Claremont	*Eagle*	(e)	2,885	2,656	5,541	332	5,873	1
Concord	*Monitor & N. H. Patriot*	(e)	6,184	1,532	7,716	710	8,426	39
Laconia	*Citizen*	(e)	....	....	....	....	3,705	10
Manchester	Union	(m)	1,218	4,752	5,970	15,775	21,745	18
	Leader	(e)	17,172	1,335	18,507	773	19,280	25
	Total daily	(me)	18,390	6,087	24,477	16,548	41,025	53
Portsmouth	*Herald*	(e)	3,545	3,212	6,757	435	7,192	..

NEW JERSEY

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Asbury Park	*Press*	(e)	11,001	3,130	14,131	311	14,442	4
	Sunday edition	(S)	7,049	1,925	8,974	187	9,161	3
Atlantic City	Press	(m)	15,882	1,282	17,165	885	18,050	197
	Union	(e)	7,629	432	8,061	55	8,116	49
	Total daily	(me)	23,512	1,714	25,226	940	26,166	246
	Sunday Press	(S)	12,665	1,204	13,869	706	14,575	73
Bayonne	*Times*	(e)	13,934	....	....	508	14,442	..
Bridgeton	*News*	(e)	....	....	....	....	6,514	..
Camden	Post	(m)	4,337	8,920	13,257	2,980	16,237	..
	Courier	(e)	32,719	26,422	59,141	2,879	62,020	..
	Total daily	(me)	37,056	35,342	72,398	5,895	78,257	..
Elizabeth	*Journal*	(e)	31,284	1,693	32,977	1,111	34,088	..
Hackensack	*Bergen Evening Record**	(e)	19,482	11,453	30,935	632	31,567	3
Hoboken	*Jersey Observer*	(e)	36,451	2,386	38,837	979	39,816	..
Jersey City	*Jersey Journal*	(e)	40,900	....	....	1,995	42,895	1
Millville	*Republican*	(e)	....	....	....	....	3,756	2
Newark	Sunday Call	(S)	69,722	19,469	89,191	2,490	91,681	..
	News	(e)	169,317	32,785	202,102	3,787	205,889	46
	Star-Ledger	(m)	70,425	38,226	108,651	1,162	109,813	..
	Sunday edition	(S)	63,048	34,311	97,359	1,076	98,435	..
New Brunswick	*Home News**	(e)	11,712	6,048	17,760	1,130	18,890	110
	Times*	(S)	10,543	3,773	14,316	976	15,292	..
Passaic	*Herald-News*	(e)	33,250	4,877	38,127	1,996	40,123	1
Paterson	Call	(m)	12,932	10,384	23,316	950	24,266	46
	News	(e)	18,379	11,137	29,516	514	30,030	..
Perth Amboy	*News**	(e)	15,447	4,609	20,056	483	20,539	109
Plainfield	*Courier-News*	(e)	13,276	3,754	17,030	827	17,857	30
Redbank	*Standard*	(e)	1,771	319	2,090	38	2,128	27
Trenton	State Gazette	(n)	6,890	1,343	8,233	255	8,488	375
	Times	(x)	32,093	14,575	46,668	1,359	48,027	..
	Total daily	(me)	38,983	15,918	54,901	1,614	56,515	375
	Times-Advertiser	(S)	25,788	11,337	37,123	1,313	38,436	..
			(Figures for 5 months ending Aug. 31, 1942)					
Union City	Hudson Dispatch	(m)	17,097	12,015	29,112	1,373	30,485	..
Vineland	*Times-Journal*	(e)	3,905	2,844	6,749	465	7,214	3

NEW MEXICO

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albuquerque	Journal	(m)	9,926	7,128	17,054	2,073	19,127	1
	Sunday edition	(S)	10,593	7,305	17,898	2,123	20,021	..
	Tribune	(e)	10,040	2,928	12,968	438	13,406	2

ONLY DAILY NEWSPAPER
IN NEW JERSEY'S
SECOND LARGEST CITY

THE JERSEY JOURNAL

JOURNAL SQUARE JERSEY CITY

STORY, BROOKS & FINLEY
National Representatives

Same Net Rate for Local and National Advertising

YOU HIT THE TARGET

In the Elizabeth Market

The Elizabeth Market

is not just another part of the metropolitan zone. It is an independent, compact market comprising the City of Elizabeth and thirteen adjacent communities wherein reside 262,438 persons. A.B.C. City zone—195,588 persons.

Tremendous Purchasing Power

The greatest earning capacity and spending power in years now exists in the Elizabeth market area, created by hundreds of million dollars of war work. This tremendous purchasing power has shot retail sales up to over $125,000,000.

When Your Advertising Appears in the

Elizabeth Daily Journal

ELIZABETH, NEW JERSEY

Special Representatives—Ward-Griffith Co., Inc.

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 133*)

NEW MEXICO—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Roswell	Dispatch	(a)	1,766	1,404	3,170	104	3,274	20
	Sunday edition	(S)	1,805	1,401	3,206	104	3,310	20
	Record	(x)	3,168	1,345	4,513	140	4,653	..
	Sunday edition	(S)	2,912	1,321	4,233	139	4,372	..
Santa Fe	*New Mexican*	(a)	2,973	764	3,737	323	4,060	..

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albany	*nickerbocker News*	(e)	32,133	13,062	45,195	5,374	50,569	21
	Times Union	(m)	20,342	14,535	34,877	11,061	45,938	61
	Sunday edition	(S)	29,419	45,316	74,735	19,839	94,574	..
Amsterdam	*Recorder & Democrat*	(e)	7,266	2,353	9,619	508	10,127	1
Batavia	*News*	(e)	4,780	4,242	9,022	1,397	10,419	3
Binghamton	*Press*	(e)	29,362	10,639	40,001	5,063	45,064	97
	Sun	(m)	15,627	8,196	23,823	3,249	27,072	723
Brooklyn	*Eagle*	(x)	84,318	12,138	96,356	909	97,265	..
	Saturday edition	(y)	77,161	13,302	88,463	908	90,371	..
	Sunday edition	(S)	80,098	10,548	90,646	1,175	91,821	..
Buffalo	Courier-Express	(m)	85,915	31,803	117,718	14,345	132,063	1,096
	Sunday edition	(S)	136,267	69,231	205,498	26,025	231,523	662
	News	(e)	156,269	58,867	215,136	19,738	234,874	54
Corning	*Leader*	(e)	4,922	3,523	8,455	362	8,817	20
Dunkirk	*Observer*	(e)	5,484	378	5,862	283	6,145	..
Elmira	Advertiser	(m)	3,817	3,269	7,086	747	7,833	..
	Star-Gazette	(e)	19,223	10,709	29,932	1,835	31,767	..
	Total daily	(me)	23,040	13,978	37,018	2,582	39,600	..
	Sunday Telegram	(S)	12,143	12,171	24,314	4,213	28,527	..
Geneva	*Times*	(e)	3,298	1,740	5,038	111	5,149	5
Glens Falls	Post Star	(m)	6,129	3,693	9,822	895	10,717	30
	Times	(e)	5,045	2,122	7,167	405	7,572	23
	Total daily	(me)	11,174	5,815	16,989	1,300	18,289	53
Gloversville & Johnstown	Herald	(m)	1,856	2,647	4,503	558	5,061	42
	Leader-Republican	(e)	7,949	530	8,479	277	8,756	6
	Total daily	(me)	9,805	3,177	12,982	835	13,817	48
Hempstead Town	*Nassau Review-Star*	(e)	31,509	....	....	471	34,266	..
	Newsday	(x)	24,729	....	....	112	35,785	7
Hornell	*Tribune*	(e)	4,983	3,237	8,220	666	8,886	4
Hudson	Star*	(m)	924	1,847	2,771	269	3,040	..
	*Register**	(e)	1,568	1,431	2,999	241	3,240	..
	Total daily*	(me)	2,492	3,278	5,770	510	6,280	..
Ithaca	*Journal*	(e)	5,584	2,456	8,040	748	8,788	5
Jamaica	*Long Island Press*	(e)	91,705	12,790	104,495	459	104,954	..
Jamestown	*Post-Journal*	(e)	15,124	5,468	20,592	1,319	21,911	..
Kingston	*Freeman*	(e)	7,176	2,299	9,475	568	10,043	..
Lockport	*Union Sun & Journal*	(e)	6,020	2,606	8,626	356	8,982	1
Long Island City	*Star-Journal*	(e)	47,104	379	47,483	331	47,814	..
Malone	*Telegram*	(e)	1,824	2,812	4,636	525	5,161	2
Mamaroneck	*Times*	(e)	2,074	1,518	3,592	36	3,628	1
Middletown	*Times-Herald*	(e)	3,774	2,606	6,380	385	6,765	..
Mount Vernon	*Argus*	(e)	10,008	1,253	11,261	526	11,787	4
Newburgh & Beacon	*Newburgh News*	(e)	5,898	4,591	10,489	356	10,845	2
	Beacon News	(e)	2,205	849	3,054	145	3,199	..
	Total daily	(e)	8,103	5,440	13,543	501	14,044	2
New Rochelle	*Standard Star*	(e)	10,325	....	1,230	106	11,661	11
New York	Herald Tribune	(m)	138,970	109,956	248,926	61,521	310,447	4,139
	Sunday edition	(S)	157,176	192,138	349,314	185,049	534,363	2,038
	Home News	(e)	102,835	....	....	....	102,835	..
	Sunday edition	(S)	103,263	....	....	....	103,263	..
	Journal & American	(e)	499,648	100,410	600,058	18,636	618,694	86
	Sunday edition	(S)	449,391	323,482	772,873	255,686	1,028,559	160
	Journal of Commerce & Commercial	(d)	....	....	....	....	19,474	57
	Mirror	(m)	597,499	94,475	691,974	112,710	804,684	60
	Sunday edition	(S)	561,341	186,562	747,903	881,910	1,629,813	159
	News	(m)	1,501,471	327,729	1,829,200	184,000	2,013,200	77
	Sunday edition	(S)	1,501,834	634,285	2,136,119	1,674,107	3,810,226	17
	Post	(x)	205,432	10,663	216,095	3,268	219,363	26
	Saturday edition	(y)	149,101	11,980	161,081	3,704	164,785	24
	Sun	(x)	233,452	33,164	266,616	10,189	276,805	171
	Saturday edition	(e)	185,576	39,161	204,737	10,409	215,146	108
	Times	(m)	259,920	88,605	348,525	91,561	440,086	2,873
	Sunday edition	(S)	289,096	137,066	426,162	364,172	790,334	1,517
	Wall Street Journal	(d)	(International distribution)				32,242	116
	World-Telegram	(x)	326,006	42,693	368,699	9,109	377,808	104
	Sunday edition	(y)	243,108	48,335	291,443	8,893	300,336	48
Niagara Falls	*Gazette*	(e)	20,658	4,444	25,102	1,106	26,208	4
North Tonawanda	*News*	(e)	4,707	118	4,825	355	5,180	1
Nyack	*Journal-News*	(e)	2,014	4,507	6,521	142	6,663	..
Ogdensburg	*Journal*	(e)	2,836	2,170	5,006	298	5,304	..
Olean	*Times-Herald*	(e)	5,601	5,601	11,202	432	11,634	1
Ossining	*Citizen Register*	(e)	2,370	963	3,333	33	3,366	2
Peekskill	*Star*	(e)	3,254	1,618	4,872	400	5,272	..
Plattsburg	Press	(m)	2,459	1,793	4,252	424	4,676	..
Port Chester	*Item*	(e)	3,800	2,464	6,264	1,798	8,062	1
Port Jervis	*Union-Gazette*	(e)	1,673	104	1,777	78	1,855	..
Poughkeepsie	Eagle News	(m)	5,116	2,921	8,037	112	8,149	57
	Star & Enterprise	(e)	10,963	4,619	15,582	335	15,917	..
	Total daily	(me)	16,079	7,540	23,619	447	24,066	57
	Sunday Courier	(S)	6,987	5,679	12,666	453	13,119	..
Rochester	Democrat & Chronicle	(m)	56,197	25,616	81,813	5,116	86,929	12
	Times Union	(e)	77,223	22,637	99,870	2,749	102,619	..
	Total daily	(me)	133,420	48,253	181,683	7,865	189,548	12
	Democrat & Chronicle	(S)	89,142	31,078	120,220	4,526	124,746	..
Rome	*Sentinel*	(e)	7,676	3,622	11,298	1,329	12,627	..
Saratoga Springs	*Saratogian*	(e)	4,178	5,587	9,765	621	10,386	..
Schenectady	Gazette	(m)	21,456	3,509	24,965	3,494	28,459	..
	Union Star	(e)	23,772	1,439	25,211	1,854	27,065	..
Staten Island	*Advance**	(e)	30,597	....	....	733	31,330	..
Syracuse	*Herald-Journal*	(e)	53,279	35,194	88,473	16,771	105,244	..
	Herald-American	(S)	46,211	40,111	86,322	94,361	180,683	..
	Post-Standard	(m)	27,928	24,309	52,237	20,480	72,717	..
	Post-Standard	(S)	25,145	26,755	51,900	35,990	87,890	..
Tarrytown	*News*	(e)	2,595	332	2,927	25	2,952	2
Troy	Record	(m)	2,765	2,771	5,536	633	6,169	..
	Times-Record	(e)	25,763	5,164	30,927	1,292	32,219	4
	Total daily	(me)	28,528	7,935	36,463	1,925	38,388	6
Utica	*Observer-Dispatch**	(e)	26,339	10,633	36,972	1,093	38,065	..
	Sunday edition*	(S)	18,688	11,620	30,308	869	31,177	..
	Press*	(m)	8,636	9,891	18,060	1,396	19,456	15
Watertown	*Times*	(e)	10,002	25,248	35,250	4,000	39,250	..
White Plains	*Reporter-Dispatch*	(e)	7,128	4,958	12,096	90	12,186	6
Yonkers	*Herald-Statesman*	(e)	24,958	2,719	27,677	455	28,132	3

NORTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Asheville	Citizen	(m)	7,206	16,109	23,317	1,668	24,985	74
	Times	(e)	8,610	7,542	16,152	295	16,447	2
	Total daily	(me)	15,818	23,651	39,469	1,963	41,432	76
	Sunday edition	(S)	13,362	21,387	34,749	2,039	36,788	68
Burlington	*Times-News*	(e)	4,153	3,060	7,213	251	7,464	..
Charlotte	*News*	(e)	20,864	19,398	40,262	7,594	47,856	49
	Observer	(m)	22,432	51,006	73,438	22,904	96,342	165
	Sunday edition	(S)	23,326	55,763	79,089	26,554	105,643	124
Concord	*Tribune*	(x)	3,852	1,655	5,507	289	5,796	..
	Sunday edition	(S)	3,923	1,665	5,588	291	5,879	..
Durham	Herald	(m)	10,343	7,643	17,986	1,167	19,153	17
	Sun	(e)	10,774	3,668	14,442	897	15,339	8
	Total daily	(me)	21,117	11,311	32,428	2,064	34,492	25
	Sunday edition	(S)	11,722	8,093	19,815	1,202	21,017	3
Elizabeth City	*Advance*	(e)	2,468	3,988	6,456	158	6,614	14

Do you like to do business where the going is easiest? This market is a natural from the standpoint of merchandising the trade and influencing consumer response.

Binghamton has excellent jobbing facilities. The City Zone, embracing the Triple Cities — Binghamton, Johnson City and Endicott—presents a concentration of retail establishments, easily and economically serviced.

The Binghamton Press City Zone population (1940 Census A.B.C.) is 120,486. The total population for the Retail Trading Zone is 223,776 (1940 Census A.B.C.).

You can reach this audience thoroughly and effectively through one medium — The Binghamton Press.

97% family coverage of the City Zone—the Triple Cities. 41% family coverage of the Retail Trading Zone.

The circulation of The Binghamton Press (A.B.C. Audit Report for year ending 9/30/42) was

City Zone	29,687
Retail Trading Zone	10,598
All Other	5,093
Total	45,378

You do a complete job at the low cost of 14c per line.

The BINGHAMTON Press

NATIONAL ADVERTISING REPRESENTATIVES
The JOHN BUDD Company
New York Chicago Dallas Atlanta
San Francisco Los Angeles Seattle

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 134*)

NORTH CAROLINA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Fayetteville	*Observer*	(e)	5,395	4,018	9,413	676	10,089	..
Gastonia	*Gazette*	(e)	6,086	4,219	10,305	1,016	11,321	..
Goldsboro	*News-Argus*	(e)	3,344	2,210	5,554	180	5,734	15
Greensboro	*News*	(m)	11,886	25,535	37,421	13,186	50,607	52
	Record	(e)	10,995	2,473	13,473	780	14,253	35
	Total daily	(me)	22,881	28,013	50,894	13,966	64,860	87
	Sunday edition	(S)	13,431	27,096	40,527	13,763	54,290	43
Hickory	*Record*	(e)	4,096	5,955	10,051	645	10,696	23
High Point	*Enterprise*	(e)	8,688	4,067	12,755	513	13,268	36
	Sunday edition	(S)	8,644	4,055	12,699	530	13,229	35
Kinston	*Free Press*	(e)	2,953	2,123	5,076	230	5,306	..
Lumberton	*Robesonian*	(x)	1,393	2,827	4,120	471	4,591	..
Raleigh	News & Observer	(m)	10,694	17,737	28,431	44,117	72,548	63
	Sunday edition	(S)	11,165	18,105	29,270	45,771	75,041	42
	Times	(e)	7,607	7,203	14,810	2,081	16,891	8
Salisbury	*Post*	(e)	5,746	5,889	11,631	334	11,969	..
	Sunday edition	(S)	5,762	5,921	11,683	348	12,031	..
Wilmington	Star	(m)	6,838	4,309	11,147	293	11,440	..
	News	(x)	7,243	1,469	8,712	32	8,744	..
	Total daily	(me)	14,081	5,778	19,859	325	20,184	..
	Star-News	(S)	11,578	4,817	16,395	311	16,706	..
Winston-Salem	Journal	(m)	14,575	11,842	26,417	1,533	27,950	..
	Sentinel	(e)	17,248	4,679	21,927	834	22,761	..
	Total daily	(me)	31,823	16,521	48,344	2,367	50,711	..
	Journal Sentinel	(S)	18,047	14,256	32,303	2,294	34,597	2

NORTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bismarck	*Tribune**	(e)	2,743	3,220	5,963	1,788	7,751	..
Mandan	*Pioneer**	(e)	948	1,686	2,634	371	3,005	..
	Combined daily*	(e)	3,691	4,906	8,957	2,159	10,756	..
Fargo	Forum*	(n)	1,214	9,579	10,793	8,898	19,691	..
	*Forum**	(e)	7,951	4,665	12,616	1,964	14,580	..
	Total daily*	(me)	9,165	14,244	23,409	10,862	34,271	..
	Sunday edition*	(S)	9,444	13,196	22,640	11,204	33,844	105
Grand Forks	Herald*	(n)	1,723	10,419	12,142	5,407	17,549	..
	Herald*	(e)	5,117	1,970	7,087	520	7,607	1
	Herald*	(b)	3,808	1,887	5,695	514	6,209	..
	Total daily*	(me)	5,531	12,306	17,837	5,921	23,758	1
	Sunday edition*	(S)	5,535	12,244	17,779	5,745	23,524	..

OHIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Akron	*Beacon Journal*	(e)	95,968	14,501	110,469	5,116	115,585	9
	Sunday edition	(S)	80,224	12,637	92,861	6,849	99,710	13
Alliance	*Review*	(e)	7,196	4,267	11,463	798	12,261	92
Ashland	*Times-Gazette*	(e)	3,520	2,830	6,350	597	6,947	..
Ashtabula	*Star Beacon*	(e)	6,466	5,605	12,071	866	12,937	1
Athens	*Messenger*	(x)	2,510	6,613	9,123	5,208	14,331	..
	Sunday edition	(S)	2,736	6,834	9,570	5,411	14,981	..
Bellefontaine	*Examiner*	(e)	3,010	3,093	6,103	306	6,409	..
Bowling Green	*Sentinel-Tribune*	(e)	1,724	2,365	4,089	447	4,536	..

OHIO—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bucyrus	*Telegraph-Forum*	(e)	2,783	2,362	5,145	656	5,801	..
Cambridge	*Jeffersonian*	(e)	4,608	6,116	10,724	1,335	12,059	..
Canton	*Repository*	(e)	37,617	12,970	50,587	1,505	52,092	..
	Sunday edition	(S)	36,128	16,185	52,313	1,847	54,160	4
Chillicothe	News Advertiser	(m)	1,204	1,683	2,887	248	3,135	..
	Gazette	(e)	5,342	2,758	8,100	709	8,809	7
	Total daily	(me)	6,546	4,441	10,987	957	11,944	7
	Gazette News Advertiser	(S)	5,711	4,374	10,085	929	11,014	..
Cincinnati	Enquirer	(m)	80,080	26,641	106,721	24,296	131,017	381
	Sunday edition	(S)	167,166	28,825	195,991	21,260	217,251	144
	Post	(e)	121,897	17,278	139,175	15,781	154,956	54
	Times Star	(e)	132,708	17,595	150,303	6,079	156,382	178
Cleveland	*News*	(e)	96,587	14,397	110,984	5,212	116,196	135
	Plain Dealer	(m)	122,746	44,074	166,820	56,796	223,616	1,005
	Sunday edition	(S)	224,057	79,406	303,463	100,930	404,393	832
	Press	(e)	209,000	32,591	241,591	6,238	247,829	144
Columbus	*Citizen*	(e)	42,728	18,192	60,920	10,106	71,026	79
	Sunday edition	(S)	42,515	21,663	65,178	25,423	90,601	..
	Dispatch	(e)	86,889	28,342	115,231	24,382	139,713	76
	Sunday edition	(S)	80,227	34,962	115,189	31,365	146,554	38
	Ohio State Journal	(m)	34,762	12,622	47,384	11,186	58,570	120
	Star	(k)	33,485	13,002	46,487	173	37,035	..
Coshocton	*Tribune & Time Age**	(e)	3,787	3,975	7,762	795	8,557	..
	Sunday edition*	(S)	3,785	4,016	7,801	797	8,598	..
Dayton	Journal	(m)	19,791	9,581	29,372	2,524	31,896	55
	Herald	(e)	39,610	13,721	53,331	2,073	55,404	199
	Total daily	(me)	59,401	23,302	82,703	4,597	87,300	244
	Sunday edition	(S)	41,805	21,501	63,306	5,233	68,539	25
	News	(e)	49,945	17,382	67,327	4,584	71,911	181
	Sunday edition	(S)	47,054	17,757	64,811	6,329	71,140	53
Delaware	*Gazette**	(e)	2,157	1,287	3,444	420	3,864	8
Dover	*Reporter*	(e)	2,652	3,599	6,251	882	7,133	..
East Liverpool	*Review**	(e)	8,554	4,449	13,003	713	13,716	44
Elyria	*Chronicle-Telegram*	(e)	7,211	4,599	11,810	1,090	12,900	..
Findlay	Republican-Courier	(m)	5,850	5,633	11,473	3,820	15,293	..
Fostoria	*Review*	(e)	2,477	537	3,014	220	3,234	..
Fremont	*News-Messenger*	(e)	5,218	4,277	9,495	624	10,119	38
Hamilton	*Journal-News*	(e)	14,051	3,398	17,449	917	18,366	9
Ironton	*Tribune*	(e)	3,389	2,392	5,781	339	6,120	..
	Sunday edition	(S)	3,652	2,733	6,385	254	6,639	..
Lancaster	*Eagle-Gazette*	(e)	6,235	4,084	10,319	634	10,953	5
Lima	News	(x)	14,041	10,557	24,598	635	25,233	42
	Saturday edition	(e)	13,846	6,275	20,121	631	20,752	..
	Sunday edition	(S)	13,851	11,990	25,841	727	26,568	34
Lorain	*Journal & Times Herald*	(e)	10,845	5,232	16,077	587	16,664	..
Mansfield	*News-Journal*	(e)	12,735	6,735	19,470	920	20,390	1
	Sunday edition	(S)	12,182	5,980	18,162	1,290	19,452	..
Marietta	*Times*	(e)	4,271	4,377	8,648	1,008	9,656	4
Marion	*Star**	(e)	9,393	7,181	16,574	930	17,504	..
Martins Ferry	*Times**	(e)	6,542	8,751	15,293	943	16,236	..
Massillon	*Independent*	(e)	7,816	2,711	10,527	545	11,072	1
Middletown	*Journal*	(e)	9,643	2,358	12,001	583	12,584	..
	News Journal	(S)	9,022	2,784	11,806	705	12,511	..
Mt. Vernon	*News**	(e)	4,031	3,030	7,061	489	7,550	41
Newark	*Advocate & American Tribune**	(e)	9,794	5,064	14,858	889	15,747	..
New Philadelphia	*Times*	(e)	3,354	4,911	8,265	698	8,963	..

That's the first question of the day in homes, factories, offices—the hunger for news was never more intense. The Syracuse Post-Standard, as the only morning paper in this territory served by eleven evening newspapers, answers this question completely, accurately and exclusively.

Add its new columnists—Pegler, Lyons, Boone—to its old regulars; add the new women's features plus the cream of the comics and a couple of firsts in local news and sports results—add all this to the greatest news stories of our time and you will know why Central New Yorkers say The Post-Standard has become a sparkling newspaper.

Ask the Kelly-Smith Company, national representatives, how The Post-Standard can help you sell your product or services in Central New York.

The POST-STANDARD

SYRACUSE, N. Y.

GROCERS, other retailers in Troy notice it every day — new customers, folks they've never seen before, becoming regular patrons.

War industries have brought many newcomers to the Troy A.B.C. City Zone. Gas meters, electric meters and phones in service; housing surveys and other indices show population is up in New York State's lowest cost major market. Retail sales are up plenty, too, and totaled 66 millions last year.

Sell the 115,000* consumers here through Troy's sole dailies, the medium that reaches "everybody." Complete coverage is yours at a single rate of only 12c per line.

*1940 Census.

THE RECORD NEWSPAPERS — THE TROY RECORD — THE TIMES RECORD

All Advertising Direct

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 135*)

OHIO—Continued

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Painesville	*Telegraph*	(e)	4,416	4,287	8,703	415	9,118	4
Portsmouth	*Times*	(e)	11,012	7,024	18,036	1,286	19,322	7
	Sunday edition	(S)	11,115	6,941	18,056	1,248	19,304	77
Ravenna	*Record**	(e)	4,515	3,061	7,576	491	8,067	..
Salem	*News*	(e)	3,329	1,685	4,914	335	5,249	1
Sandusky	*Register-Star-News*	(e)	7,729	6,245	13,974	1,519	15,493	..
Springfield	Sun	(m)	5,341	6,292	11,633	1,370	13,003	1
	News	(e)	19,040	1,800	20,840	317	21,157	1
	Total daily	(me)	24,381	8,192	32,473	1,687	34,160	2
	News-Sun	(S)	19,930	6,603	26,533	938	27,471	3
Steubenville	Herald-Star*	(e)	13,284	8,852	22,136	1,106	23,242	..
Toledo	*Blade*	(e)	96,793	54,049	150,842	12,430	163,272	142
	Times	(m)	24,231	4,140	28,371	433	28,804	103
	Sunday edition	(S)	58,951	15,002	73,953	1,231	75,184	20
Warren	*Tribune Chronicle*	(e)	12,469	8,983	21,452	662	22,114	..
Wooster	Record	(e)	3,550	7,222	10,772	758	11,530	92
Youngstown	*Vindicator & Telegram*	(e)	52,170	17,745	69,915	5,942	75,857	106
	Sunday edition	(S)	46,676	26,020	72,696	16,466	89,162	20
Zanesville	Times Recorder	(m)	6,075	12,877	18,952	2,318	21,270	..
	Signal	(e)	5,012	1,789	6,801	185	6,986	..
	Total daily	(me)	11,087	14,666	25,753	2,503	28,256	..

OKLAHOMA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Ada	News	(x)	3,115	3,381	6,496	258	6,754	..
	Sunday edition	(S)	3,111	3,381	6,492	261	6,753	..
Ardmore	Ardmoreite*	(x)	3,075	4,015	7,090	702	7,792	..
	Sunday edition*	(S)	3,116	4,038	7,154	713	7,867	..
Bartlesville	Examiner	(n)	2,850	2,413	5,263	308	5,571	9
	Enterprise	(e)	3,079	718	3,797	84	3,881	10
	Combined	(me)	5,929	3,131	9,060	392	9,452	19
	Sunday edition*	(S)	4,570	2,939	7,509	382	7,891	9
Blackwell	*Journal Tribune*	(e)	2,411	2,799	5,210	167	5,377	..
	Sunday edition	(S)	2,416	2,812	5,228	167	5,395	..
Chickasha	Express	(x)	2,760	2,907	5,469	187	5,656	..
	Sunday edition	(S)	2,758	2,704	5,462	185	5,647	..
Duncan	Banner	(x)	2,286	2,648	4,934	356	5,290	..
	Sunday edition	(S)	2,304	2,657	4,961	354	5,315	..
Enid	News	(n)	4,581	6,839	11,420	3,367	14,787	15
	Eagle	(e)	4,242	961	5,203	341	5,544	15
	Total daily	(me)	8,823	7,800	16,623	3,708	20,331	30
	Sunday edition	(S)	5,906	7,036	12,942	3,542	16,484	14
Lawton	Constitution	(x)	4,920	2,680	7,600	188	7,788	7
	Sunday edition	(S)	4,771	2,447	7,218	180	7,398	6
McAlester	*News Capital**	(e)	2,698	2,063	4,761	409	5,170	14
Miami	News-Record	(x)	4,468	1,503	5,971	624	6,595	1
	Sunday edition	(S)	4,500	1,516	6,016	649	6,665	..
Muskogee	Phoenix	(m)	6,547	4,047	10,594	1,151	11,745	..
	Times-Democrat	(e)	5,500	3,677	9,177	436	9,613	..
	Total daily	(me)	12,047	7,724	19,771	1,587	21,358	..
	Sunday Phoenix	(S)	7,455	3,686	11,141	1,165	12,306	..
Oklahoma City	Oklahoman	(m)	35,097	29,626	64,723	22,801	87,524	137
	Times	(e)	46,406	21,371	67,777	8,717	76,494	71
	Total Daily	(me)	81,503	50,997	132,500	31,518	164,018	208
	Oklahoman	(S)	55,682	55,635	111,318	39,894	151,212	90
Okmulgee	Times	(m)	3,225	4,557	7,782	152	7,934	..
	Times Democrat	(S)	3,296	4,651	7,946	163	8,109	..

OKLAHOMA—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Ponca City	News	(x)	4,531	4,287	8,818	252	9,070	..
	Sunday edition	(S)	4,567	4,300	8,867	255	9,122	6
Seminole	Producer	(x)	1,762	2,459	4,221	131	4,352	..
	Sunday edition	(S)	1,786	2,456	4,242	132	4,374	..
Shawnee	News	(n)	2,904	6,113	9,017	584	9,601	..
	Star	(x)	2,182	1,278	3,460	106	3,566	..
	Total daily	(me)	5,086	7,391	12,477	690	13,167	..
	Sunday News	(S)	4,591	7,228	11,819	704	12,523	..
Tulsa	*Tribune*	(e)	34,511	13,561	48,072	6,121	54,193	50
	World	(m)	33,235	16,169	49,404	16,405	65,809	98
	Combined	(S)	67,746	29,730	97,476	22,526	120,002	148
	Sunday edition	(S)	51,002	26,556	77,558	24,273	101,831	44

OREGON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albany	*Democrat-Herald*	(e)	2,182	2,012	4,194	236	4,430	65
Astoria	*Astorian Budget*	(e)	2,939	1,949	4,888	327	5,215	..
Baker	*Democrat-Herald**	(e)	1,713	637	2,350	159	2,509	..
Bend	*Bulletin*	(e)	2,549	718	3,267	252	3,519	..
Eugene	*Register-Guard**	(e)	7,490	10,183	17,673	2,970	20,643	13
	Sunday edition*	(S)	7,421	10,216	17,637	2,989	20,626	7
Grants Pass	*Courier*	(e)	1,976	1,815	3,791	355	4,146	..
Klamath Falls	News	(n)	162	2,133	2,295	144	2,439	15
	Herald	(e)	6,154	778	6,932	210	7,142	16
	Total daily	(me)	6,316	2,911	9,227	354	9,581	31
	Sunday edition	(S)	226	2,179	2,405	143	2,548	15
	(Figures for period April 1 to May 31, 1942)							
Marshfield & North Bend	*Coos Bay Times*	(e)	3,062	2,242	5,304	321	5,625	21
Medford	Mail Tribune	(x)	4,445	3,086	7,531	480	8,011	..
	Sunday edition	(S)	4,333	3,106	7,439	489	7,928	..
Pendleton	*East Oregonian**	(e)	2,553	1,406	3,959	309	4,268	..
Portland	*Oregon Journal*	(e)	79,385	29,098	108,483	32,279	140,762	93
	Sunday edition	(S)	61,868	24,682	86,550	41,801	128,351	83
	Oregonian	(m)	64,061	27,326	91,387	54,899	146,286	318
	Sunday edition	(S)	89,307	31,725	112,032	77,979	190,011	367
Salem	*Capital Journal*	(e)	5,496	5,271	10,767	616	11,383	..
	Oregon Statesman	(n)	4,143	4,218	8,361	724	9,085	..
	Sunday edition	(S)	4,453	4,239	8,692	733	9,425	..
The Dalles	*Chronicle**	(e)	1,784	677	2,461	172	2,633	..

PENNSYLVANIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Allentown	Call	(m)	27,642	18,647	46,289	5,769	52,058	12
	Chronicle	(e)	16,014	1,876	17,890	315	18,205	3
	Total daily	(me)	43,656	20,523	64,179	6,084	70,263	..
	Call-Chronicle	(S)	28,234	12,618	40,852	2,803	43,655	3
Altoona	*Mirror**	(e)	18,033	6,584	24,617	2,313	26,930	68
	Tribune*	(m)	6,511	1,472	7,983	801	8,784	99
Bethlehem	*Globe-Times*	(e)	15,976	3,425	19,402	2,129	21,531	..
Carlisle	*Sentinel*	(e)	2,891	1,658	4,549	705	5,254	..
Chambersburg	*Public Opinion*	(e)	3,900	3,900	7,800	664	8,464	..
Chester	*Times*	(e)	13,989	10,559	24,548	1,144	25,692	..
Connellsville	*Courier**	(e)	3,212	4,397	7,609	563	8,172	..
Easton	Free Press	(m)	10,967	1,600	12,567	273	12,840	29
	Express	(e)	20,802	12,779	33,581	3,076	36,657	..
Erie	*Dispatch-Herald*	(e)	21,455	7,385	28,840	6,022	34,862	..
	Sunday edition	(S)	22,690	4,009	26,699	1,621	28,320	..
	Times	(e)	29,199	7,789	36,988	8,652	45,640	..
Greensburg	*Review*	(m)	2,852	2,895	5,747	419	6,166	11
	Tribune	(e)	2,985	2,624	5,609	152	5,761	..
	Total daily	(me)	5,837	5,519	11,356	571	11,927	..
Greenville	*Record-Argus**	(e)	2,280	2,318	4,598	566	5,164	..
Harrisburg	Patriot	(m)	10,397	4,609	15,006	2,078	17,084	..
	News	(e)	25,958	18,260	44,228	19,945	64,173	3
	Total Daily	(me)	36,365	22,869	59,234	22,023	81,257	..
	Telegraph	(e)	19,461	9,730	29,191	10,629	39,820	..
Homestead	Messenger	(e)	4,737	1,157	5,894	736	6,630	113
Johnstown	*Tribune*	(e)	20,764	12,333	33,097	916	34,013	..
	Democrat	(m)	8,728	12,326	21,054	917	21,971	..
	Total daily	(me)	29,492	24,659	54,151	1,833	55,984	..
Kittanning	*Simpsons' Leader Times**	(e)	4,577	3,283	7,860	644	8,504	..
Lancaster	Intelligence Journal	(m)	10,141	10,172	20,313	2,082	22,395	..
	New Era	(e)	24,540	8,672	33,212	991	34,203	..
	Total daily	(me)	34,681	18,844	53,525	3,073	56,598	..
	Sunday edition	(S)	19,723	8,480	28,203	2,166	30,369	..
Lansdale	*North Penn Reporter*	(e)	1,709	2,019	3,728	244	3,972	5
Lewistown	*Sentinel*	(e)	4,790	4,680	9,470	602	10,072	3
Lock Haven	*Express**	(e)	2,629	2,193	4,822	688	5,510	1
McKeesport	*News**	(e)	14,165	11,789	25,954	1,015	26,969	2
Meadville	Tribune Republican*	(m)	3,220	5,683	8,903	547	9,450	36
	*Republican**	(e)	2,678	....	2,678	16	2,692	2
	Total Daily	(me)	5,898	5,683	11,579	563	12,142	38
Mount Carmel	*Item*	(e)	3,877	829	4,706	344	5,050	..
New Castle	*News**	(e)	13,646	4,378	18,024	1,285	19,309	..
Norristown	*Times-Herald*	(e)	6,707	5,888	12,595	583	13,178	..
Oil City	Derrick*	(m)	5,291	5,584	10,875	779	11,654	..
	Blizzard*	(e)	1,628	107	1,735	443	2,178	..
	Combined	(me)	6,919	5,691	12,610	1,222	13,832	..
Philadelphia	*Bulletin*	(e)	409,890	186,374	596,264	36,893	632,157	247
	Inquirer	(m)	252,495	116,228	368,723	87,410	456,133	400
	Sunday edition	(S)	364,811	266,144	630,955	626,213	1,257,168	92
	News	(e)	111,887	15,168	127,055	10,293	137,348	77
	Record	(m)	123,177	59,219	182,396	53,912	236,308	262
	Sunday edition	(S)	170,458	122,426	292,884	154,347	447,231	114
Pittsburgh	Post-Gazette	(m)	108,870	62,445	171,315	62,335	233,650	1,236
	Press	(e)	165,578	52,840	218,418	21,933	240,411	159
	Sunday edition	(S)	166,887	100,216	267,103	110,395	377,498	437
	Sun Telegraph	(e)	104,224	51,875	156,099	19,127	175,226	155
	Sunday edition	(S)	141,987	145,237	287,224	177,425	464,649	100
Pottstown	Mercury-News*	(m)	6,784	6,436	13,220	926	14,146	..
Pottsville	*Republican**	(e)	6,831	5,796	12,627	2,600	15,227	..
Reading	Eagle	(m)	19,974	5,925	25,899	2,095	27,994	2
	Times	(e)	30,369	11,392	41,761	2,039	43,800	5
	Total daily	(me)	50,343	17,317	67,660	4,134	71,794	7
	Sunday edition	(S)	24,683	6,094	30,777	770	31,547	..
Sayre	*Times**	(e)	4,836	460	5,296	481	5,777	..
Scranton	Scrantonian*	(S)	20,913	12,081	32,994	7,020	40,014	..
	*Times**	(e)	30,136	13,614	43,750	2,396	46,146	96
	Tribune*	(m)	17,139	13,658	30,797	2,477	33,274	82
Sharon	*Herald*	(e)	11,034	5,210	16,244	620	16,864	..
Shenandoah	*Herald*	(e)	3,254	3,078	6,332	545	6,877	..
Stroudsburg	Record	(m)	2,881	1,598	4,479	1,002	5,481	3
Sunbury	*Item*	(e)	7,131	7,275	14,406	1,126	15,532	62
Titusville	Herald	(m)	2,402	2,479	4,881	864	5,745	3
Uniontown	Herald*	(m)	4,802	4,939	9,741	820	10,561	..
	*Standard**	(e)	7,171	8,607	15,778	1,645	17,423	13
	Total daily*	(me)	11,973	13,546	25,519	2,465	27,984	13
Washington	Observer	(m)	1,751	9,450	11,201	687	11,888	..
	Reporter	(e)	6,481	614	7,095	307	7,402	..
	Total daily	(me)	8,232	10,064	18,296	994	19,290	..
West Chester	*Local News*	(e)	3,228	4,506	7,734	2,539	10,273	..
Wilkes-Barre	Record	(m)	15,058	7,141	22,199	2,348	24,547	..
	Times-Leader & News	(e)	27,057	18,943	46,000	2,463	48,463	..
	Total daily	(me)	42,115	26,084	68,199	4,811	73,010	..
Williamsport	Gazette & Bulletin	(m)	2,027	4,352	6,379	240	6,619	..
	Sun	(e)	13,874	4,732	18,606	495	19,101	..
	Total daily	(me)	15,901	9,084	24,985	735	25,720	..

RHODE ISLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Pawtucket	*Times*	(e)	24,828	7,473	32,301	998	33,299	1
Providence	*Bulletin*	(e)	85,261	30,052	115,313	5,505	120,818	11
	Journal	(m)	22,275	14,088	36,363	4,219	40,582	2
	Sunday edition	(S)	70,874	54,773	125,647	10,351	135,998	12
Westerly	*Sun*	(x)	3,124	1,868	4,992	709	5,701	27
	Sunday edition	(S)	3,076	1,993	5,069	712	5,781	..
West Warwick	*Pawtucket Valley Times*	(e)	3,678	1,219	4,897	246	5,143	..
Woonsocket	*Call & Reporter*	(e)	12,635	6,582	19,517	737	20,254	2

Take a Look at

HARRISBURG *Now!*

1

30,000 MORE

WORKERS THAN A YEAR AGO!

Steel workers—munition workers—railroad men—employes of the enormous nearby Federal Government Army, Navy and Air Depots—added to Harrisburg's already good market give this area the greatest-plus-buying power in its history. And the end of its growth is as yet nowhere in sight.

A GREAT AND GROWING PLUS-MARKET

2

On January 2, 1943, the full page "Help Wanted" advertisement, partially shown at the right, was run in THE PATRIOT and THE EVENING NEWS. It was run to start the drive for the registration of 15,000 workers who will be needed within the area during the year ahead. 15,000 MORE people on payrolls!

The Patriot and The Evening News

Largest Net Paid Daily Circulation In Pennsylvania, Outside Philadelphia and Pittsburgh.

IN EXCESS OF 80,000

National Representatives KELLY SMITH COMPANY

New York, Chicago, Philadelphia, Boston, Detroit, Atlanta, San Francisco

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 136*)

SOUTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Anderson	Independent	(m)	4,122	4,325	8,447	713	9,160	..
	Mail	(e)	3,062	1,335	4,397	117	4,514	..
	Total daily	(me)	7,184	5,660	12,844	830	13,674	..
	Independent	(S)	4,860	3,400	8,260	602	8,862	..
Charleston	News & Courier	(m)	14,041	10,198	24,239	8,102	32,341	..
	Post	(e)	19,961	2,594	22,555	403	22,958	..
	Total daily	(me)	34,002	12,792	46,794	8,505	55,299	..
	News & Courier	(S)	18,771	10,924	29,695	8,430	38,125	..
Columbia	*Record*	(e)	18,463	6,871	25,334	4,310	29,644	22
	State	(m)	18,466	14,195	32,661	12,352	45,013	34
	Sunday edition	(S)	19,070	14,517	33,587	12,764	46,351	34
Florence	News	(m)	2,792	1,759	4,551	376	4,927	4
	Sunday edition	(S)	3,018	1,777	4,795	368	5,163	4
Greenville	News	(m)	12,353	29,187	41,540	2,660	44,200	..
	Piedmont	(e)	12,035	6,692	18,727	2,222	18,949	..
	Total daily	(me)	24,388	35,879	60,267	2,882	63,149	..
	News	(S)	13,312	28,059	41,371	2,879	44,250	..
Rock Hill	*Herald**	(e)	3,152	1,928	5,080	308	5,388	..
Spartanburg	Herald	(m)	5,975	12,229	18,204	428	18,362	..
	Journal	(e)	7,289	2,325	9,614	50	9,664	5
	Total daily	(me)	13,264	14,554	27,818	478	28,296	5
	Herald-Journal	(S)	10,753	15,050	25,803	520	26,323	..

SOUTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Aberdeen	American-News	(m)	334	6,650	6,984	1,753	8,737	76
	American-News	(e)	3,871	1,216	5,087	572	5,659	17
	Total daily	(me)	4,205	7,866	12,071	2,325	14,396	93
	Sunday edition	(S)	3,985	7,782	11,768	2,328	14,094	73
Huron	*Huronite*	(e)	2,689	4,951	7,640	675	8,315	2
Mitchell	*Republic*	(e)	2,170	7,854	10,024	2,338	12,362	2
Rapid City	*Journal*	(e)	4,590	7,813	12,403	563	12,966	10
Sioux Falls	*Argus-Leader*	(x)	11,531	21,057	32,588	11,467	44,055	108
	Saturday edition	(y)	11,688	5,054	16,742	3,250	19,992	108
	Sunday edition	(S)	11,141	21,281	32,422	11,563	43,985	108
	Argus-Leader	(e)	10,719	21,366	32,085	11,772	43,857	112
	Sunday edition	(S)	10,427	4,141	14,568	2,624	17,192	113
			(Figures for period Aug. 16th to Sept. 30, 1942)					
Watertown	*Public Opinion*	(e)	2,127	3,672	5,799	474	6,273	8

TENNESSEE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Clarksville	*Leaf-Chronicle*	(e)	1,942	1,882	3,824	557	4,381	..
Chattanooga	*News-Free Press*	(e)	32,206	14,916	47,122	5,835	52,957	23
	Sunday edition	(S)	41,675	20,550	62,225	9,087	71,312	17
	Times	(m)	29,442	15,733	45,175	5,261	50,436	..
	Times	(e)	15,804	5,803	21,607	2,070	23,677	..
	Sunday edition	(S)	(Figures for period May 11th to Sept. 30, 1942)					
Johnson City	Chronicle	(n)	700	1,726	2,426	553	2,979	..
	Press & Staff News	(x)	4,149	5,108	9,257	307	9,564	..
	Total daily	(me)	4,849	6,834	11,683	860	12,543	..
	Sunday edition	(S)	5,036	8,913	13,949	1,040	14,989	..
Kingsport	*Times**	(x)	5,743	4,215	9,958	571	10,529	..
	Sunday edition	(S)	6,147	5,059	11,206	641	11,847	..
Knoxville	Journal		(Release delayed because of non-compliance with bylaws and rules)					
	News-Sentinel	(e)	29,651	21,459	51,110	19,536	70,646	41
	Sunday edition	(S)	28,000	23,731	51,731	21,104	72,835	9
Memphis	Commercial Appeal	(m)	57,679	32,613	90,292	45,283	135,575	72
	Sunday edition	(S)	66,490	39,288	105,778	61,257	167,035	57
	Press Scimitar	(e)	5,068	24,328	81,396	26,040	107,436	68
Nashville	*Banner*	(e)	38,326	29,493	67,819	6,070	73,889	3
	Tennessean	(m)	37,891	32,012	69,903	7,966	77,869	35
	Sunday edition	(S)	64,858	52,549	117,407	11,685	129,092	37

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Amarillo	News	(m)	8,184	13,901	22,085	1,074	23,159	11
	Globe	(x)	11,435	1,432	12,867	155	13,022	11
	Total daily	(me)	19,619	15,333	34,952	1,229	36,181	22
	News-Globe	(S)	14,071	16,171	30,242	1,537	31,779	57
	Times	(e)	3,517	2,080	5,597	96	5,693	..

THE JOURNALIST'S CREED

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news and editorial columns should alike serve the best interest of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

WALTER WILLIAMS.

The School of Journalism
University of Missouri.

LEADERSHIP MAINTAINED

FIRST

• IN NEWS!
• IN ADVERTISING!
• IN CIRCULATION!

This superb leadership in every essential field is another way of saying that The Scranton Times remains the newspaper of first choice with both reader and advertiser.

WE REPORT . . . FOR 1942!

The rich anthracite field, with Scranton as its hub and its corporate population of 140,404, has a City Zone of 186,868 (A.B.C.); a Trading Area of 228,505; a County Total of 301,064.

THESE BUSY WORKERS HAVE BEEN REACHED IN 1942 BY

47,357

COPIES OF THE SCRANTON TIMES DAILY

AND BY . . .

Retail Advertising	5,301,708 lines
General	1,129,052 lines
Financial	59,320 lines
Automotive	200,063 lines
TOTAL DISPLAY	6,690,143 lines
TOTAL ADVERTISING	7,176,057 lines
Department Stores	1,782,726 lines
Drug Stores	246,733 lines
Grocery Stores	393,799 lines

The Scranton Times.

Scranton's *First* Newspaper for More Than a Third Century

GEORGE A. McDEVITT COMPANY, Representatives
NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, and BOSTON

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

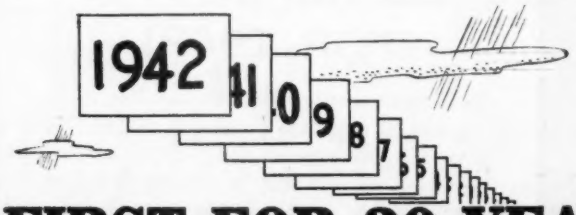
(*Continued from page 137*)

TEXAS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Austin	American	(m)	10,121	6,348	16,469	1,291	17,760	..
	Statesman	(e)	10,614	2,885	13,499	1,373	14,872	..
	Total daily	(me)	20,735	9,233	29,968	2,664	32,632	..
	American-Statesman	(S)	19,208	9,813	29,021	22,933	51,745	..
	Tribune	(e)	4,201	1,365	5,566	2,547	8,113	..
	Sunday edition	(S)	4,344	1,388	5,732	2,577	8,309	..
Beaumont	Enterprise	(m)	12,972	15,303	28,275	6,217	34,492	..
	Journal	(e)	12,894	8,271	21,165	1,731	22,896	..
	Total daily	(me)	25,866	23,574	49,440	7,948	57,388	..
	Enterprise	(S)	16,748	20,650	37,398	8,409	45,807	..
Brownsville	*Herald**	(e)	2,941	4,727	7,668	200	7,868	19
Corpus Christi	Caller*	(m)	15,137	7,272	22,409	602	23,011	34
	*Times**	(e)	15,134	3,259	18,393	143	18,536	..
	Total daily*	(me)	30,271	10,531	40,802	745	41,547	34
	Caller Times*	(S)	19,568	8,772	28,340	825	29,165	33
Dallas	*Journal*	(e)	....	....	....	....	....	..
	News	(m)	46,468	29,482	75,950	38,322	114,272	50
	Sunday edition	(S)	48,416	33,503	81,919	49,022	130,941	43
	Times-Herald	(e)	75,476	24,847	100,323	4,009	104,332	43
	Sunday edition	(S)	72,186	25,826	98,012	4,480	102,492	44
El Paso	*Herald-Post*	(e)	17,702	5,872	23,574	448	24,022	..
	Times	(m)	17,915	10,308	28,223	625	28,848	..
	Sunday edition	(S)	19,502	11,135	30,637	719	31,356	..
Fort Worth	*Press*	(e)	21,697	8,441	30,138	5,662	35,800	67
	Star-Telegram	(m)	24,388	10,694	35,082	61,789	96,871	193
	Star-Telegram	(e)	50,167	18,936	69,103	21,457	90,560	109
	Total daily	(me)	74,555	29,630	104,185	83,246	187,431	302
	Sunday edition	(S)	48,349	20,257	68,606	81,543	150,149	165
Galveston	News	(m)	9,087	1,988	11,075	778	11,853	..
	Tribune	(e)	9,548	525	10,073	117	10,190	..
	Total daily	(me)	18,635	2,513	21,148	895	22,043	..
	Sunday edition	(S)	13,505	2,547	16,052	923	16,975	..
Harlingen	Valley Morning Star*	(n)	1,952	5,255	7,207	250	7,457	..
	Sunday edition	(S)	1,970	5,132	7,102	258	7,360	..
			(Figures for period August 2 to Sept. 30, 1942)					
Henderson	*News*	(x)	1,332	2,965	4,287	188	4,475	..
	Sunday edition	(S)	1,429	2,970	4,399	189	4,588	..
Houston	*Chronicle*	(e)	72,475	30,917	103,392	18,109	121,561	76
	Sunday edition	(S)	80,899	30,813	111,702	21,199	132,901	64
	Post	(m)	58,387	32,852	91,239	13,400	104,639	83
	Sunday edition	(S)	65,313	33,101	98,414	17,379	115,793	92
	Press	(e)	55,089	13,603	68,692	4,913	73,605	80
McAllen	*Valley Evening Monitor**	(x)	1,716	2,471	4,187	232	4,419	41
Port Arthur	*News*	(e)	12,637	....	....	1,714	14,351	..
	Sunday edition	(S)	12,729	....	....	1,758	14,487	..
San Antonio	*Express**	(m)	41,816	....	....	25,844	67,600	157
	*News**	(e)	47,643	....	....	25,523	73,166	2
	Sunday edition*	(S)	60,202	....	....	51,073	111,275	164
	*Light**	(e)	40,531	....	....	21,339	61,870	27
	Sunday edition*	(S)	52,001	....	....	38,574	90,575	..
Sherman	*Democrat**	(x)	4,287	4,371	8,658	359	9,017	..
	Sunday edition*	(S)	4,388	4,594	8,982	360	9,342	..
Temple	Telegram	(m)	3,403	6,778	10,181	773	10,954	..
	Sunday edition	(S)	3,702	7,284	10,986	779	11,765	..

TEXAS—Continued

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Tyler	Telegraph	(m)	3,127	5,024	8,151	457	8,608	1
	Courier-Times	(x)	4,520	205	4,725	189	4,914	1
	Total daily	(me)	7,647	5,229	12,876	646	13,522	2
	Courier-Times Telegraph	(S)	5,803	5,008	10,811	621	11,432	4
Waco	News-Tribune	(m)	6,644	7,061	13,705	1,115	14,820	..
	Times-Herald	(e)	8,192	5,680	13,872	1,665	15,537	..
	Total daily	(me)	14,836	12,741	27,577	2,780	30,357	..
	Sunday edition	(S)	14,691	13,790	28,481	2,651	31,132	..
Wichita Falls	Record-News	(m)	6,679	8,223	14,902	3,048	17,950	..
	Times	(e)	10,746	4,449	15,195	1,197	16,392	..
	Total daily	(me)	17,425	12,672	30,097	4,245	34,342	..
	Sunday edition	(S)	15,338	13,684	29,022	4,479	33,501	..
UTAH								
Logan	*Herald-Journal**	(e)	2,159	2,589	4,748	266	5,014	..
Ogden	*Standard-Examiner**	(e)	10,823	4,446	15,269	1,765	17,034	..
	Sunday edition	(S)	11,432	4,756	16,188	2,178	18,366	..
Provo	*Herald**	(x)	4,780	1,027	5,807	272	6,079	..
	Sunday edition*	(S)	4,790	1,026	5,816	271	6,087	..
Salt Lake City	*Deseret News**	(e)	12,835	11,367	24,202	11,866	36,068	115
	Tribune*	(m)	23,202	16,419	39,621	27,355	66,976	115
	*Telegram**	(e)	20,951	7,432	28,383	1,368	29,751	20
	Total daily*	(me)	44,153	23,851	68,004	28,723	96,727	135
	Tribune*	(S)	44,991	26,841	71,823	38,606	110,438	134
VERMONT								
Barre	*Times*	(e)	2,790	3,882	6,672	847	7,519	3
Burlington	Free Press	(m)	6,544	11,098	17,642	2,778	20,420	4
	News	(e)	3,950	670	4,620	90	4,710	3
Rutland	Herald	(m)	3,938	10,037	13,975	1,891	15,866	4
VIRGINIA								
Alexandria	*Gazette*	(e)	6,036	1,632	7,668	286	7,954	..
Bristol	Herald-Courier*	(m)	4,778	4,461	9,239	4,775	14,014	..
	*News-Bulletin**	(x)	2,483	132	2,615	46	2,661	..
	Total daily	(me)	7,261	4,593	11,854	4,821	16,675	..
	Herald-Courier*	(S)	6,997	5,119	12,116	5,224	17,340	..
Charlottesville	*Progress*	(e)	4,324	1,107	5,431	235	5,666	45
Clifton Forge	*Review*	(e)	1,317	326	1,643	395	2,038	..
Danville	Register	(n)	8,550	4,036	12,586	577	13,163	..
	Bee	(e)	9,878	1,984	11,862	571	12,433	..
	Total daily	(me)	18,428	6,020	24,448	1,148	25,596	..
	Sunday edition	(S)	8,802	4,157	12,959	640	13,599	..
Harrisonburg	News-Record	(m)	1,635	6,605	8,240	936	9,176	23
Lynchburg	News*	(m)	3,839	5,355	9,194	1,608	10,802	125
	*Advance**	(e)	8,606	1,460	10,066	148	10,214	..
	Total daily	(me)	12,445	6,815	19,260	1,756	21,016	..
	Sunday edition*	(S)	5,900	5,498	11,398	1,483	12,881	..
Newport News	Press	(m)	....	....	....	....	....	..
	Times-Herald	(e)	....	....	....	....	....	..
	Total daily	(me)	(Statement not received)					
	Sunday edition	(S)	....	....	....	....	....	..
Norfolk	Virginian Pilot	(m)	48,271	11,037	59,308	5,193	64,501	22
	Ledger-Dispatch	(e)	43,559	6,294	49,853	5,562	55,415	..
	Total daily	(me)	91,830	17,331	109,161	10,755	119,916	..
	Virginian Pilot	(S)	50,675	11,043	61,718	4,243	65,961	9
Richmond	*News-Leader*	(m)	38,330	11,799	50,129	38,185	88,314	183
	Times-Dispatch	(e)	49,904	8,883	58,787	19,303	78,090	64
	Total daily	(me)	88,234	20,682	108,916	57,488	166,404	247
	Sunday edition	(S)	50,019	16,167	66,186	45,876	112,062	157



FIRST FOR 30 YEARS

in *both* circulation *and* advertising!

THE CHRONICLE is the newspaper most advertisers rely upon to get the job done down in Houston, where pay rolls are currently running 85.4% above the average month of 1929.

Ample evidence of this is The Chronicle's year-in-and-year-out average leadership in total advertising of 50% over the second Houston newspaper, and of 150% over the third Houston newspaper. In 1942, this leadership was 61.0% over the second paper, and 166.4% over the third paper.

TO SELL HOUSTON—BUY CHRONICLE

One reason most advertisers choose The Chronicle (and say it can do the job ALONE) is that The Chronicle is delivered to 32.9% more Houston homes than the second Houston newspaper, and to 48.8% more Houston homes than the third Houston newspaper.

THE HOUSTON CHRONICLE

R. W. McCARTHY
Natonal Advertising Manager

THE BRANHAM COMPANY
National Representatives

★ TEXAS' LARGEST DAILY NEWSPAPER ★

32.09%

more coverage in the Dallas ABC City & Retail Trading Zone than any other Newspaper

*ABC PUBLISHERS STATEMENT SEPT. 30, 1942

DALLAS, TEXAS

TIMES HERALD

REPRESENTED BY THE BRANHAM COMPANY

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 138*)

VIRGINIA—Continued

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Roanoke	Times*	(m)	7,039	14,840	21,879	13,564	35,443	88
	*World News**	(e)	23,218	3,877	26,095	1,523	27,618	1
	Total daily*	(me)	29,257	18,717	47,974	15,087	63,061	89
	Sunday edition*	(S)	23,944	17,443	41,387	14,935	56,322	80
Staunton	News-Leader	(n)	830	4,221	5,041	813	5,854	..
	Leader	(e)	3,390	527	3,917	118	4,035	..
	Total daily	(me)	4,210	4,748	8,958	931	9,889	..
	News-Leader	(S)	1,476	4,177	5,653	808	6,461	..
Strasburg	Northern-Virginia Daily	(m)	735	....	4,996	....	6,392	5
Waynesboro	*News-Virginian*	(e)	2,480	1,007	3,487	255	3,742	7
Winchester	*Star*	(e)	2,682	2,299	4,981	773	5,754	..

WASHINGTON

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bremerton	*News-Searchlight*	(e)	5,312	2,782	8,074	148	8,222	..
	Sun	(x)	5,846	2,831	8,677	251	8,928	..
Centralia	*Chronicle*	(e)	3,740	1,354	5,094	392	5,486	..
Longview-Kelso	*News*	(e)	7,354	3,816	11,170	441	11,611	3
Port Angeles	*News*	(e)	2,649	1,182	3,831	258	4,089	..
Seattle	Post-Intelligencer	(m)	60,898	23,847	84,745	29,264	114,009	95
	Sunday edition	(S)	77,012	40,667	117,679	110,675	228,354	34
	Star	(e)	38,477	14,088	52,565	11,014	63,579	39
	Times	(e)	93,579	26,835	120,414	14,889	135,303	96
	Sunday edition	(S)	96,273	33,202	129,475	38,012	167,487	60
Spokane	*Chronicle*	(e)	29,623	23,747	53,370	1,797	55,167	151
	Spokesman-Review	(m)	20,306	27,762	48,068	13,516	61,584	140
	Sunday edition	(S)	34,655	38,010	72,665	19,813	92,478	120
Tacoma	*News-Tribune*	(e)	25,564	19,689	45,253	4,849	50,102	27
	Sunday edition	(S)	27,072	15,495	42,567	1,371	43,938	33
	Times	(e)	20,596	12,629	33,225	3,027	36,252	49
Wenatchee	*World**	(e)	3,716	7,222	10,938	948	11,886	..

WEST VIRGINIA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Beckley	Post-Herald*	(m)	2,244	7,404	9,648	239	9,887	..
	*Raleigh Register**	(x)	3,126	5,805	8,931	264	9,195	..
	Total daily*	(me)	5,370	13,209	18,579	503	19,082	..
	Register*	(S)	4,892	12,901	17,793	388	18,181	..
Bluefield	Telegraph*	(a)	(Statement in Correspondence)					
	*Sunset News**	(e)	....	....	....	....	....	..
	Total daily*	(me)	....	....	....	....	....	..
	Sunday edition*	(S)	....	....	....	....	....	..
Charleston	Gazette*	(m)	21,173	30,086	51,259	12,728	63,987	245
	Sunday edition*	(S)	22,988	31,097	54,085	14,160	68,245	200
	Mail	(e)	20,565	20,644	41,209	3,235	44,444	..
	Sunday edition	(S)	20,520	21,443	41,963	3,326	45,289	..
Clarksburg	Exponent	(n)	3,908	6,666	10,574	6,505	17,079	..
	Telegram	(e)	8,203	7,978	16,181	3,411	19,592	..
	Total daily	(me)	12,111	14,644	26,755	9,916	36,671	..
	Sunday edition	(S)	9,837	14,611	24,448	12,533	36,981	..
Fairmont	Times	(m)	3,304	2,750	6,054	613	6,667	..
	West Virginian	(x)	3,999	1,842	5,841	173	5,814	..
	Total daily	(me)	7,303	4,592	11,695	786	12,481	..
	Times-West Virginian	(S)	7,216	4,757	11,973	937	12,910	38
Huntington	Herald-Dispatch*	(m)	10,850	6,852	17,702	2,339	20,041	..
	*Advertiser**	(e)	14,883	1,629	16,512	300	16,812	..
	Total daily*	(me)	25,733	8,481	34,214	2,639	36,853	..
	Herald-Advertiser*	(S)	19,888	7,556	27,444	2,488	29,932	..
Martinsburg	*Journal*	(e)	3,567	2,752	6,319	332	6,651	..
Morgantown	Dominion-News	(m)	3,249	3,331	6,580	554	7,134	..
	Post	(e)	4,958	2,088	7,046	279	7,325	..
	Total daily	(me)	8,207	5,419	13,626	833	14,459	..
Parkersburg	News	(m)	2,890	3,548	6,438	706	7,144	..
	Sentinel	(e)	9,248	4,935	14,183	702	14,885	..
	Total daily	(me)	12,138	8,483	20,621	1,408	22,029	..
	News	(S)	7,434	4,946	12,380	1,040	13,420	..
Welch	*News*	(e)	1,698	8,375	10,073	314	10,387	..
Wheeling	Intelligencer*	(m)	7,305	6,777	14,082	2,954	17,036	..
	*Wheeling Daily**	(e)	15,180	4,054	19,234	616	19,850	..
	Total daily*	(me)	22,485	10,831	33,316	3,570	36,886	..
	News-Register*	(S)	17,032	11,672	28,704	1,917	30,621	..

WISCONSIN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Appleton	*Post-Crescent*	(e)	7,968	12,315	20,303	703	21,006	..
Beloit	*News*	(e)	8,057	4,332	12,389	597	12,986	..
Chippewa Falls	*Herald Telegram*	(e)	2,185	3,937	6,122	437	6,559	18
Eau Claire	Leader	(n)	1,585	8,742	10,327	1,339	11,666	..
	Telegram	(e)	6,039	198	6,237	142	6,379	..
	Total daily	(me)	7,624	8,940	16,564	1,481	18,045	..
	Leader	(S)	1,583	8,767	10,350	1,335	11,685	..
Fond Du Lac	*Commonwealth Reporter*	(e)	6,677	6,857	13,534	801	14,335	..
Green Bay	*Press-Gazette*	(e)	13,511	11,582	25,093	2,348	27,441	4
Janesville	*Gazette*	(e)	6,162	9,347	15,509	453	15,962	2
Kenosha	*News*	(e)	12,255	1,842	14,097	747	14,844	1
La Crosse	*Tribune & Leader-Press*	(e)	10,504	8,577	19,081	624	19,705	1
Madison	*Capital Times**	(e)	13,155	13,387	26,542	3,493	30,035	8
	Sunday edition*	(S)	12,515	13,193	25,708	3,520	29,228	..
	*State Journal**	(e)	12,502	10,223	22,815	2,611	25,426	..
	Sunday edition*	(S)	12,444	10,080	22,524	2,602	25,126	..
Manitowoc	*Herald-Times*	(e)	6,086	5,330	11,416	504	11,920	..
Marinette	*Eagle-Star*	(e)	3,135	3,318	6,453	384	6,837	40
Marshfield	*News-Herald*	(e)	2,211	5,208	7,419	372	7,791	2
Milwaukee	*Journal*	(e)	193,546	38,510	232,056	48,322	280,378	..
	Sunday edition	(S)	161,690	52,677	214,367	99,720	314,087	..
	Sentinel	(m)	59,020	20,874	79,894	50,219	130,113	333
	Sunday edition*	(S)	69,990	32,620	102,610	108,883	211,493	376
Oshkosh	*Northwestern*	(e)	10,899	4,539	15,438	734	16,172	..
Racine	*Journal-Times**	(e)	18,300	3,116	21,416	834	22,250	..
Sheboygan	*Press*	(e)	10,358	9,554	19,912	1,003	20,915	10
Superior	*Telegram*	(e)	8,232	6,930	15,162	4,233	19,395	21
Wausau	*Record-Herald*	(e)	7,016	4,744	11,760	554	12,314	..

WYOMING

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Casper	Tribune-Herald	(x)	(Statement in Correspondence)					
	Sunday edition	(S)	....	....	....	....	....	..
Cheyenne	Eagle	(n)	6,197	1,583	7,780	1,176	8,956	1
	State Tribune	(x)	5,228	2,002	7,230	2,927	10,157	..
	Total daily	(me)	11,425	3,585	15,010	4,103	19,113	..
	Sunday edition	(S)	5,229	2,002	7,231	2,927	10,158	..
Laramie	Bulletin	(n)	2,429	305	2,744	288	3,032	2
	Republican-Boomerang	(x)	1,858	147	1,805	155	1,960	29
	Total daily	(me)	4,097	452	4,549	443	4,992	..
	Sunday edition	(S)	1,631	145	1,776	152	1,928	25
Rock Springs	Rocket	(n)	2,507	2,087	4,594	249	4,843	2
Sheridan	Press	(x)	2,667	1,982	4,649	738	5,387	26
	Sunday edition	(S)	2,755	1,981	4,736	742	5,478	19

DOMINION OF CANADA

ALBERTA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Calgary	Albertan*	(m)	6,504	5,675	12,179	2,193	14,372	1
	*Herald**	(e)	22,136	10,955	33,091	993	34,084	..
Edmonton	*Bulletin**	(e)	6,651	5,662	12,313	510	12,823	34
	*Journal**	(e)	21,343	12,670	34,013	1,546	35,559	23
Lethbridge	*Herald**	(e)	3,485	4,054	7,539	692	8,231	..
Medicine Hat	*News*	(e)	1,844	281	2,125	165	2,290	..

BRITISH COLUMBIA

City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Nelson	News*	(m)	1,443	3,604	5,047	251	5,298	13
Prince Rupert	*News*	(e)	1,461	577	2,038	124	2,162	..
Trail	*Times**	(e)	2,393	819	3,212	139	3,351	30
Vancouver	News-Herald	(m)	20,688	1,093	21,782	1,275	23,057	88
	Province	(e)	69,387	12,336	81,723	21,535	103,258	216
	Sun	(e)	50,712	8,164	58,876	17,653	76,529	209
Victoria	Colonist	(n)	9,678	3,763	13,441	1,633	15,074	13
	Sunday edition	(S)	15,610	3,940	19,550	1,827	21,377	13
	Times	(e)	12,595	3,233	15,828	539	16,367	13

MANITOBA

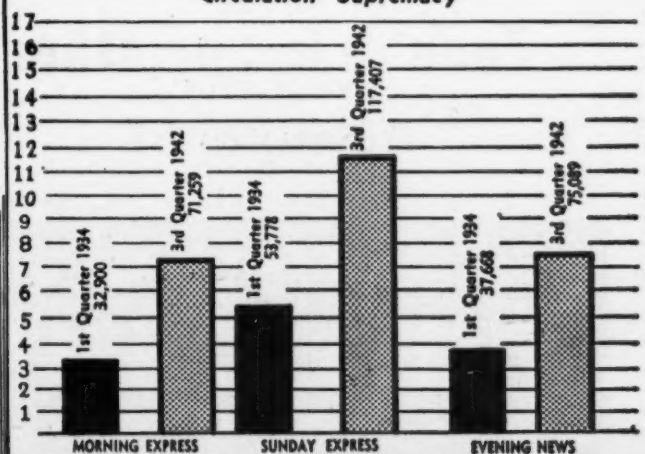
City	Newspaper	Publisher	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Brandon	*Sun*	(e)	3,279	1,920	5,199	148	5,347	..
Winnipeg	*Free Press*	(e)	46,528	3,359	49,887	24,545	74,432	165
	Tribune	(e)	23,890	1,702	25,592	15,516	41,108	131

The San Antonio Express and Evening News opens its books to you recording the story of advertising and circulation 1934-1942.

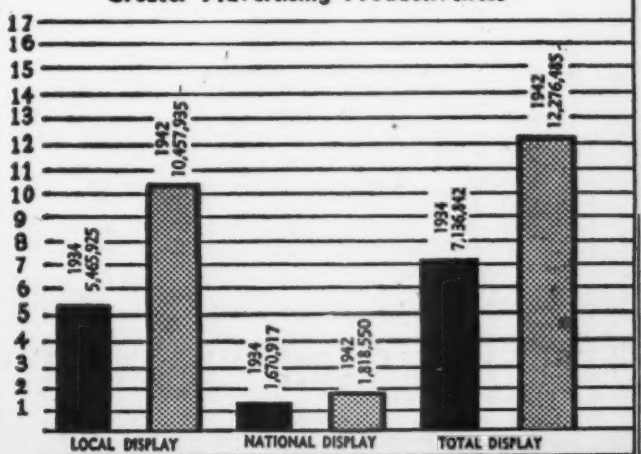
These figures prove that advertising volume follows productive circulation.

The Express (morning) and the Evening News are separate and distinct newspapers---each with its own news and editorial staff. This distinct news coverage gives our advertisers

Circulation Supremacy



Greater Advertising Productiveness



CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page 139*)

NEW BRUNSWICK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Moncton	*Transcript*	(e)	5,665	1,148	6,813	625	7,438	..
Saint John	Telegraph-Journal	(m)	3,627	16,442	20,069	1,014	21,083	..
	Times-Globe	(e)	14,860	1,989	16,849	368	17,217	1
	Total daily	(me)	18,487	18,431	36,918	1,382	38,300	..

NOVA SCOTIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Halifax	Chronicle	(m)	3,523	10,707	14,230	585	14,815	22
	Star	(e)	6,326	5,879	12,205	288	12,493	12
	Total daily	(me)	9,849	16,586	26,435	873	27,308	34
	Herald	(m)	8,172	31,338	39,510	2,917	42,427	11
	Mail	(e)	21,285	11,620	32,905	644	33,549	13
	Total daily	(me)	29,457	42,958	72,415	3,561	75,976	24
New Glasgow	*News*	(e)	3,043	1,084	4,127	75	4,202	..
Sydney	*Post-Record*	(e)	6,184	9,783	15,967	3,085	19,052	..

ONTARIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Brantford	*Expositor*	(e)	8,532	4,624	13,156	518	13,674	5
Brockville	*Recorder & Times*	(e)	2,586	2,563	5,149	514	5,663	..
Chatham	*News*	(e)	4,250	4,017	8,267	352	8,619	..
Cornwall	*Standard-Free-Holder**	(e)	3,525	2,401	5,926	628	6,554	..
Fort Williams	*Times-Journal*	(e)	7,417	1,037	8,454	444	8,898	9
Galt	*Reporter*	(e)	5,553	1,489	7,042	373	7,415	..
Guelph	*Mercury*	(e)	5,573	2,589	8,162	305	8,467	..
Hamilton	*Spectator*	(e)	50,270	12,329	62,599	3,669	66,268	4
Kingston	*Whig-Standard*	(e)	8,038	4,984	13,022	594	13,616	..
Kitchener	*Record*	(e)	11,649	3,644	15,293	1,258	16,551	3
	Lindsay Post	(e)	1,159	562	1,721	90	1,811	..
London	Free Press	(m)	3,317	22,275	25,592	7,262	32,854	15
	Free Press	(e)	21,385	1,975	23,360	491	23,851	2
	Total daily	(me)	24,702	24,250	48,952	7,753	56,705	17
Niagara Falls	*Review*	(e)	5,863	2,134	7,997	234	8,231	..
Ottawa	Citizen	(m)	5,224	2,589	7,813	361	8,174	83
	Citizen	(e)	28,915	3,485	32,400	1,032	33,432	35
	Total Daily	(me)	34,139	6,074	40,213	1,393	41,606	118
	Journal	(m)	2,972	4,501	7,473	2,123	9,596	88
	Journal	(e)	19,427	9,534	28,961	1,495	30,456	45
	Total daily	(me)	22,399	14,035	36,434	3,618	40,052	133
	Le Droit	(e)	11,526	5,839	17,365	4,096	21,461	..
Owen Sound	*Sun-Times*	(e)	3,107	5,685	8,792	532	9,324	..
Peterborough	*Examiner*	(e)	6,961	2,876	9,837	484	10,321	..
Port Arthur	*News-Chronicle*	(e)	5,646	1,320	6,966	368	7,334	5
St. Catharines	*Standard*	(e)	8,785	5,220	14,005	502	14,507	35
St. Thomas	*Times-Journal*	(e)	4,862	3,435	8,297	683	8,980	..
Sarnia	*Canadian-Observer*	(e)	5,061	2,345	7,406	362	7,768	7
Sault Ste. Marie	*Star*	(e)	5,459	1,701	8,160	407	8,567	..
Stratford	*Beacon Herald*	(e)	3,851	4,386	8,237	704	8,941	13
Timmins	*Press*	(e)	4,774	1,496	6,270	1,471	7,741	..
Toronto	Globe & Mail	(m)	80,830	14,152	94,982	70,564	165,546	450
	Star	(e)	143,389	30,168	173,557	77,201	250,758	19
	Telegram	(e)	111,915	15,200	127,115	25,796	152,911	..
Welland	*Tribune*	(e)	4,441	1,413	5,854	238	6,092	20
Windsor	*Star*	(e)	33,176	9,904	43,080	10,213	53,293	..
Woodstock	*Sentinel-Review*	(e)	4,363	2,257	6,620	698	7,318	2

PRINCE EDWARD ISLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Charlottetown	Guardian	(m)	2,038	4,424	6,462	406	6,868	18
	Patriot	(e)	2,228	2,392	4,620	206	4,826	..

QUEBEC

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Montreal	Gazette	(m)	27,518	1,285	28,803	9,692	38,495	20
	Herald	(x)	15,973	59	16,032	982	17,014	..
	Saturday edition	(y)	10,405	60	10,465	999	11,464	..
	La Patrie	(x)	5,330	2,126	7,456	5,452	12,908	..
	Saturday edition	(y)	11,921	2,972	14,893	14,069	28,962	..
	Sunday edition	(S)	81,491	15,904	97,395	86,532	183,927	..
	La Presse	(x)	121,666	15,864	137,530	27,692	165,222	..
	United States edition	(x)	....	....	....	8,957	8,957	..
	United States edition	(y)	....	....	....	8,951	8,951	..
	Total Saturday edition*	(y)	124,023	19,701	143,724	60,570	204,294	43
	La Canada	(m)	12,343	1,257	13,600	2,461	16,061	6
	Le Devoir	(e)	9,482	1,683	11,165	8,314	19,479	..
	Le Petit Journal	(S)	66,005	8,954	75,019	38,565	113,584	..
	Montreal-Matin	(m)	9,677	276	9,953	325	10,278	2
	Star	(e)	104,629	2,659	107,288	20,350	127,638	..
Quebec	*Chronicle-Telegraph*	(e)	3,353	235	3,588	1,081	4,669	..
	L'Action Catholique	(e)	17,005	4,436	21,441	46,891	68,332	24
	L'Evenement Journal	(m)	7,351	359	7,710	3,590	11,300	..
	Le Soleil	(e)	24,829	3,009	27,838	38,246	66,084	22
	Total daily	(me)	32,180	3,368	35,548	41,836	77,384	..
Sherbrooke	*La Tribune*	(e)	4,284	4,508	8,792	948	9,740	..
	Record	(e)	2,378	3,860	6,238	2,991	9,229	..
Trois-Rivieres (Three Rivers)	*Le "Nouvelliste"*	(e)	6,042	5,446	11,488	862	12,350	..

SASKATCHEWAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Moose Jaw	*Times-Herald*	(e)	3,948	827	4,775	368	5,143	..
Prince Albert	*Herald*	(e)	2,443	904	3,347	129	3,476	..
Regina	*Leader-Post*	(e)	14,350	7,964	21,414	10,766	32,180	40
Saskatoon	*Star-Phoenix*	(e)	9,797	10,052	19,849	1,677	21,526	..

REPUBLIC OF MEXICO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Mexico City	El Universal	(m)	51,341	10,090	61,431	13,885	75,316	9
	Sunday edition	(S)	66,666	11,172	77,838	15,031	92,869	119
	El Universal Grafico	(e)	42,108	4,098	46,206	2,672	48,878	..

WEEKLY NEWSPAPERS

DISTRICT OF COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Washington	Afro-American	(w)	27,832	....	27,832	....	27,832	..

ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Carmi	Democrat-Tribune	(j)	860	1,926	2,795	1,430	4,225	3
Chicago	Svenska Amerikanaren Tribunen	(j)	(International distribution)				52,194	..
Maywood	Herald	(j)	....	....	....	....	9,148	..
Oak Park	Forest Leaves	(j)	1,875	....	....	....	1,875	..
	Oak Leaves	(j)	13,905	....	....	978	14,883	53
	Total daily	(j)	15,780	....	....	978	16,758	..

INDIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Boonville	Standard*	(f)	573	1,020	1,593	739	2,332	..
Berne	Witness	(e-w-f)	489	768	1,257	862	2,119	125
Brownstown	Banner	(w)	231	1,020	1,251	587	1,838	..
Jasper	Herald	(f)	929	1,054	1,983	460	2,443	..
Rockville	Republican	(j)	368	667	1,035	622	1,657	..
Tell City	News	(f)	1,011	1,642	2,653	1,210	3,863	..
Versailles	Republican*	(j)	144	1,163	1,307	830	2,137	3

KENTUCKY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Paris	Kentuckian-Citizen	(g-f)	(Statement not received)					

LOUISIANA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bastrop	Morehouse Enterprise	(j)	1,312	654	1,966	299	2,265	..

MAINE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Houlton	Pioneer Times	(j)	1,679	622	2,301	515	2,816	..

MARYLAND

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Baltimore	Afro-American	(w)	(International distribution)				36,456	..

MICHIGAN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bad Axe	Huron County Tribune	(e-j)	455	2,060	2,515	466	2,981	..
Caro	Advertiser*	(f)	1,111	2,069	3,180	502	3,682	..
Gladwin	Record	(w)	400	1,302	1,702	525	2,227	..
Ithaca	Herald*	(j)	431	2,717	3,148	923	4,071	..
Lapeer	Lapeer County Press	(w)	1,399	3,542	4,941	1,011	5,952	..
Mt. Pleasant	Times-Press*	(j)	1,763	1,432	3,194	448	3,642	..
St. Johns	Republican-News*	(j)	1,101	2,790	3,891	900	4,791	2
Standish	Independent	(w)	410	1,633	2,043	681	2,724	..

MINNESOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Virginia	Range Facts	(j)	1,380	3,886	5,266	1,474	6,740	..

MISSOURI

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bethany	Republican-Clipper	(w)	245	1951	2,294	678	2,972	..
Charleston	Enterprise-Courier	(j)	523	382	905	369	1,274	..
Eldon	Advertiser*	(j)	421	732	1,153	476	1,629	..
Hamilton	Advocate-Hamiltonian	(j)	381	747	1,128	481	1,609	..
Kansas City	The Call	(f)	9,391	1,580	10,971	10,429	21,400	..
Princeton	Post	(j)	197	908	1,105	364	1,469	..
St. Louis	Sporting News	(j)	(International distribution)				73,748	870
Sikeston	Standard	(g-f)	1,250	485	1,735	475	2,210	..
Union	Tribune	(f)	250	452	702	301	1,003	..
Unionville	Republican	(w)	441	1,450	1,891	660	2,551	..

NEW JERSEY

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Dover	Advance	(e-j)	2,590	1,443	4,033	126	4,159	..
Flemington	Democrat*	(j)	....	....	....	....	4,401	..
Newark	Afro-American	(w)	6,252	4,194	10,446	5,279	15,725	367
Red Bank	Register*	(j)	4,279	2,148	6,427	1,124	7,551	5
Sussex	Independent	(j)	....	....	....	....	3,740	..
Wildwood	Leader	(j)	2,409	363	2,772	619	3,391	..

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albion	Advertiser	(j)	....	....	....	....	1,597	..
Brooklyn	Jewish Examiner	(f)	Release delayed because of non-compliance with bylaws.					
	Nordisk Tidende	(j)	....	....	....	....	13,509	..
	Tablet	(w)	....	....	....	....	76,622	3,334
New York	Aufbau	(w)	....	....	....	....	26,271	..
	Amsterdam News*	(w)	28,995	1,851	30,846	2,902	33,748	..
	The Chief	(f)	33,260	1,071	34,331	1,309	35,640	371
	Civil Service Leader	(g)	33,053	862	33,915	3,577	37,492	..
Penn Yan	Chronicle Express	(j)	....	....	....	....	4,216	..
Scarsdale	Inquirer	(f)	2,939	....	....	366	3,305	8

NORTH CAROLINA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Albemarle	Stanly News & Press	(g-f)	2,157	2,123	4,280	628	4,908	64
Sanford	Herald	(e-j)	1,403	1,348	2,751	329	3,080	15

NORTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Langdon	Republican*	(j)	386	1,531	1,917	661	2,578	..

OHIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Columbus	Star	(w)	33,485	13,002	46,487	37,035	83,522	..
Medina	Medina Co. Gazette	(g-f)	1,068	2,003	3,071	803	3,874	..

OREGON

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Enterprise	Chieftain	(j)	(Statement not received)					
Hillsboro	Argus	(j)	908	2,150	3,058	314	3,372	13
McMinnville	Telephone Register	(j)	872	1,188	2,060	242	2,302	..

PENNSYLVANIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Philadelphia	Afro-American	(w)	12,434	4,149	16,583	2,450	19,033	293
	Tribune	(j)	8,708	760	9,468	765	10,233	..
Pittsburgh	Courier	(w)	(International distribution)				190,654	174

SOUTH DAKOTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Canton	Sioux Valley News	(j)	516	996	1,512	299	1,801	2
Webster	Reporter and Farmer	(j)	315	948	1,263	658	1,941	..

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Dallas	Express	(w)	4,590	900	5,490	988	6,478	..
Houston	Informer	(w)	[illegible]	2,482	11,125	7,832	18,957	..

VERMONT

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bellows Falls	Times	(j)	1,532	1,074	2,606	535	3,141	..
Ludlow	Tribune	(f)	428	223	651	221	872	..
Springfield	Reporter	(g-f)	1,698	447	2,145	187	2,332	..
Windsor	Vermont Journal	(j)	610	173	783	127	910	..

VIRGINIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Newport News	Journal & Guide, Star	(w)	2,924	1,906	4,830	39	4,869	..
Norfolk	Journal & Guide	(w)	10,725	2,469	13,194	21,359	34,553	..
Richmond	Afro-American	(w)	8,848	190	8,838	162	9,000	..

WISCONSIN

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Alma	Journal	(j)	199	874	1,073	485	1,558	..
Barron	News-Shield*	(j)	361	947	1,308	416	1,724	..
Columbus	Journal-Republican*	(f)	600	510	1,110	270	1,380	..
Dodgeville	Chronicle*	(j)	424	1,878	2,302	1,066	3,368	..
Jefferson	Banner	(j)	409	442	851	177	1,028	..
Medford	Star News*	(j)	592	2,171	2,763	839	3,602	..
Neillsville	Press*	(j)	417	1,418	1,835	382	2,217	..
Reedsburg	Times-Press*	(j)	565	654	1,219	408	1,627	..
Rice Lake	Chronotype*	(w)	1,283	1,027	2,310	390	2,700	..
Waupun	Leader News	(j)	1,063	477	1,540	299	1,839	..
Whitewater	Register	(j)	608	357	965	452	1,417	..

CANADIAN WEEKLIES

ALBERTA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Red Deer	Advocate*	(w)	955	1,214	2,169	348	2,517	..

BRITISH COLUMBIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Chilliwack	Progress	(w)	1,052	904	1,956	281	2,237	..
Kamloops	Sentinel	(j)	1,619	934	2,553	519	3,072	55
Kelowna	Courier	(j)	921	378	1,299	483	1,782	..
Penticton	Herald	(j)	1,567	1,018	2,585	196	2,781	..
Vernon	News	(j)	1,633	731	2,364	402	2,766	14

NEW BRUNSWICK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Hartland	Observer	(j)	197	1,137	1,334	424	1,758	..
Sussex	Kings County Record	(j)	884	1,123	2,007	607	2,614	..

NOVA SCOTIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Bridgewater	Bulletin & South Shore Record*	(w)	643	1,515	2,158	589	2,747	..
Kentville	Advertiser	(j)	560	705	1,265	230	1,495	..
Springhill	Record	(j)	1,663	58	1,721	175	1,896	..

ONTARIO

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sales
Barrie	Examiner	(j)	2,095	2,027	4,122	978	5,100	6
Bowmanville	Canadian Statesman	(j)	801	843	1,644	612	2,256	..
Brampton	Conservator	(j)	877	881	1,758	304	2,062	..
Hanover	Post	(j)	(Statement not received)					
Kincardine	News	(j)	367	862	1,229	341	1,570	..
Kirkland Lake	Northern News	(j)	1,758	372	2,130	408	2,538	..
Lindsay	Post	(w)	11	1,633	1,644	1,057	2,701	..
Listowel	Banner	(j)	507	654	1,161	357	1,518	..
Midland	Free Press Herald	(w)	1,105	596	1,701	455	2,156	..
Newmarket	Era	(j)	751	796	1,547	316	1,863	2
Orangeville	Banner	(j)	494	921	1,415	536	1,951	..
Orillia	Packet & Times	(j)	1,552	1,313	2,865	903	3,768	..
Oshawa	Times-Gazette*	(g-j-w)	4,399	1,043	5,442	316	5,758	..
Pembroke	Standard Observer & Bulletin	(j)	1,335	1,320	2,655	599	3,254	..
Picton	Gazette	(Semi)	584	1,501	2,085	545	2,630	..
St. Marys	Journal-Argus	(j)	743	968	1,711	633	2,344	..
Simcoe	Reformer	(e-j)	1,609	2,842	4,451	1,000	5,451	..
Tillsonburg	News	(j)	786	1,028	1,814	681	2,495	..
Toronto	Northern Miner	(w)	....	....	....	....	9,536	..
	Star	(w)	....	....	....	....	608,619	22

(*Continued on page 171*)

FEATURE AND PICTURE SYNDICATES OF UNITED STATES AND CANADA

Name	Address	Editor	Manager
Abbey Features Syndicate	65 E. 96th st., New York	Hazel Harris	Hazel Harris
Adams Service, Inc., The George Matthew	444 Madison av., New York	George Matthew Adams, pres.; Jessie Sleight, ed.	Bruno Pascale bua, mgr.
Adams, W. Clarence	P. O. Box 126, Jonesboro, Ark	W. Clarence Adams, ed-mgr	
Age-Herald Features	6 Rhodes Park Drive, Hendersonville, N. C.	Capt. L. E. Jaeckel	M. S. Jaeckel
Alburn Bureau, The	Drawer B, Rocky River, Cleveland, O.	Bill Alburn	Bill Alburn
American News Features, Inc.	595 Fifth av., New York		M. J. Hendry
Aneta Feature Service	50 Rockefeller Plaza New York	Daniel L. Schorr	Arnold Van Dias
A P Features	50 Rockefeller Plaza, New York	M. J. Wing	
Associated Artists' Features	P. O. Box 913, Lancaster, Pa.	H. K. Simon	A. M. Root
Associated Editors	1341 Connecticut av., N. W., Washington, D. C.	W. Boyce Morgan	W. Boyce Morgan
Associated Negro Press	3507 South Parkway, Chicago, Ill	F. M. Davis	Claude A. Barnett
Associated Newspapers, The	247 W. 43d st., New York	Miss Kathleen Caesar	Henry M. Snevily
Australian News and Information Bureau	610 Fifth av., New York		David W. Bailey
Authenticated News	Times Tower, Times Sq., New York	Stephen K. Swift	L. Bloch
Authenticated News Service	P. O. Box 326, Hollywood, Calif	Vance Chandler	W. C. Eccles
Aviation News Features	610 Shoreham Bldg., Washington, D. C.	John C. Ingram	
Balkan News Syndicate	1216 Park Row Bldg., New York	Demetrius Tsecos	Demetrius Tsecos
Baron Features	606 Eastern ave., Janesville, Wis		Meredith Baron
Bell Syndicate, Inc., The	247 W. 43d st., New York	Miss Kathleen Caesar	Henry M. Snevily
Black Star	420 Lexington av., New York	Ernest Mayer, pres	Kurt Kornfeld, vice-pres.
Bressler Editorial Cartoons, Inc.	1475 Broadway, New York	Harry Bressler	S. G. Livingston
Brown, Grace I	Walter av., Hicksville, N. Y.	Grace I. Brown	Grace I. Brown
Burba Service	Box 1046, Dayton, O.	K. E. Spitzer	H. K. Burba
Burton Features, Lucille	Hearst Bldg., San Francisco, Calif	Lucille Burton	Lucille Burton
Byers, Calvin A.	Bellaville, O.	Calvin A. Byers	Lois A. Byers
Cambridge Associates, Inc.	183 Newbury st., Boston, Mass	Forrest H. Graves	Aaron M. Jones
Canadian Educational Press Assn.	546 Sherbourne st., Toronto, Ont., Canada		
Canadian Newsfeatures	546 Sherbourne st., Toronto, Ont., Canada		
Cartoon Features	8 E. 41st st., New York	Karl E. Ettinger	Karl E. Ettinger
Cartoonics (Colored Comic Continuities, Inc.)	2806 Empire State Bldg., New York	Dorothy Richards	Joseph J. Fiske
Cooking & Home Making Schools, Elizabeth Casey	2096 Grand av., St. Paul, Minn	Elizabeth K. Casey	Elizabeth K. Casey
Catholic Information Bureau	214 W. 31st st., New York	Rev. Bonaventure Fitzgerald	Rev. Bonaventure Fitzgerald
Central Feature News Service	Times Tower, Times Sq., New York	Stephen K. Swift	Harold Dowden
Central Press Canadian	80 King st., W., Toronto, Ont., Canada		Fred P. Hotson H. Murray Sinclair, sales mgr.
Century Features Syndicate	Plaza Bldg., Bloomfield, N. J.		E. C. Richter
Chapman, William Gerard	100 W. Monroe st., Chicago, Ill	William G. Chapman	William G. Chapman
Chapple, Inc., Joe Mitchell	900 Statler Bldg., Boston, Mass	Joe Mitchell Chapple	Lynne White Chapple
Chicago Sun Syndicate	400 W. Madison, Chicago, Ill	Harry B. Baker	Harry B. Baker
Chicago Times Syndicate	211 W. Wacker Dr., Chicago, Ill	Russ Stewart	Russ Stewart
Chicago Tribune-New York News Syndicate, Inc	220 E. 42d st., New York	Mary King, women's and fiction ed	Arthur W. Crawford, vice-pres. and gen. mgr.
Christian Missions Feature Service	Box 1202, Hendersonville, N. C.	Mary S. Jaeckel	Mary S. Jaeckel
Coble's Fisherman's Calendar	P. O. 203, Greensboro, N. C.	Grady W. Coble	Grady W. Coble
Collyer's News Bureau	300 West Adams st., Chicago, Ill	Bruce E. Morrison	J. S. Klein
Columbia News Features Syndicate	1914 Hendrickson st., Brooklyn, N. Y.	Lou Smith	Lou Smith
Columbia News Service	60 E. 42d st., New York		Kay Parrish
Consolidated News Features, Inc.	247 W. 43d st., New York	Miss Kathleen Caesar	Joseph B. Agnelli
Consolidated News Service	439 Main st., Orange, N. J	Frank-Jay Morris, Jr.	Frank-Jay Morris
Continental Feature Syndicate	P. O. 326, Hollywood, Cal.	Easton West	W. C. Eccles
Craft Patterns Productions A. Neely Hall	Elmhurst, Ill	A. Neely Hall	
Creole Kitchen, Cooper, Virginia M.	1514 Milan st., New Orleans, La		Virginia M. Cooper
Crosby Newspaper Syndicate, Inc.	Asheville, N. C.	Stuart Pettis	Abe Crosby
Crutcher Syndicate, Carlile	300 W. Liberty st., Louisville, Ky	Carlile Crutcher	Keith Clark
Crux News Service	Box 125, Leonia, N. J.	Thourot Pichel	J. E. Truitt
Daily Sports News Service	820 Park av., Brooklyn, N. Y.	Tom Newman	Tom O'Brien
Del Witt, Frank	912 Maple av., Ridgefield, N. J.	DeWitt Frankel	DeWitt Frankel
Dench Business Features	Ho-ho-kus, N. J.	Ernest A. Dench	Ernest A. Dench
Devil Dog Syndicate	820 Park av., Brooklyn, N. Y.	James J. Stewart	I. M. Silberman
Dickinson & Co., Inc	545 Fifth av., New York	Frances Knox	Harry T. Dickinson
Dixie News Service	Hendersonville, N. C.	Capt. L. E. Jaeckel	M. S. Jaeckel
Doherty Syndicate, Ray	391 Ralph st., San Francisco, Calif	W. T. Doherty	W. T. Doherty
Dominion News Bureau Ltd., The	455 Craig st., W. Montreal, Canada	W. E. Hopper	W. E. Hopper
Dudgeon Feature Service	1236 Maccabees Bldg., Detroit, Mich	William C. Dudgeon	William C. Dudgeon
Editorial Research Reports	1013 13th st., N. W., Washington, D. C.	Richard M. Boeckel	Burt P. Garnett
Editorial Symposium	P. O. Box 1766, Boston, Mass	Lloyd Fogel-Songer	H. K. Remington
Editor's Copy	Orangeburg, S. C.	Hugo S. Sims	B. W. Hughes
Editors Press Service, Inc	345 Madison av., New York	A. J. Cardenas	Manuel Urrutia
Educational Newsfeatures	546 Sherbourne st., Toronto, Canada		
Elliott Service Co	219 E. 44th st., New York	A. Lubatty	G. Kadel
Ellis Service, The	Swarthmore, Pa	William T. Ellis	M. Fetherolf
Every Week Magazine	1200 W. Third st., Cleveland, O.	Tom Horner	Ralph H. Turner
Exclusive Features	900 Statler Bldg., Boston, Mass	Sidney Rosen	Maurice Goldsmith
Feature News Service (The New York Times)	229 W. 43d st., New York	John Van Bibber	John Van Bibber
Federal Feature Syndicate	502 Park av., New York	E. C. Sharet	Douglas Whitney
Federated Press	30 Irving Pl., New York	John Dunn	H. Richard Seller
Garden News Syndicate	410 Riverside Dr., New York	C. F. Greeves-Carpenter (director)	
General Features Syndicate, Inc	545 Fifth av., New York	Peter Van Thein	E. Gannon
Gilliams Service, The	225 W. 39th st., New York	Thos. F. Gilliams	Wm. Watson
Graves Syndicate, Ralph H	381 4th av., New York	Mrs. Rena Z. Dean	Mrs. D.S. MacGregor Mrs. Ralph H. Graves
Greek News Syndicate	1216 Park Row Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
Haagen, Paul T	155 N. Clark st., Chicago, Ill	Paul T. Haagen	Paul T. Haagen
Handy Filler Service	1712 Russ Bldg., San Francisco, Calif		
Haskin Information Service, The	316 Eye st., N. E., Washington, D. C.	Frederic J. Haskin	Frederic J. Haskin
Heinl Radio News Service	2400 California st., Washington, D. C.	Robert D. Heinl	
Hodges, J. M. J.	22 E. Preston st., Baltimore, Md	Jonathan Johns	J. M. J. Hodges
Hollywood Mat Syndicate	6406 Selma av., Hollywood, Calif	G. W. Cahill	G. W. Cahill
Hollywood Press Syndicate	6605 Hollywood, Blvd., Hollywood, Calif	Jos. B. Polonsky	Jos. B. Polonsky

EXCLUSIVE . . .

. . . to one paper in each city . . .

ANETA NEWS FEATURES

Colorful stories of the "indomitable Dutch" with real reader appeal.

•

Write for Terms to:

ANETA FEATURE SERVICE

50 Rockefeller Plaza New York City

HOME FOR THE DURATION

FAMILIES ARE MAKING HOME IMPROVEMENTS WITH HELP OF THIS POPULAR PATTERN SERVICE

★ Craft Patterns cover basement to attic build-ins and gadgets, lawn and garden accessories and victory cutouts

★ Planned for the man of the house, yet 28% of the pattern orders are from women readers

★ Produced by A. Neely Hall and his staff of Craft experts

★ A big feature in small space

★ Released weekly by 24 leading newspapers

★ Particulars, sample proofs, and an 80-page brochure of past releases sent on request

A. NEELY HALL PRODUCTIONS, ELMHURST, ILLINOIS

FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page 141*)

Name	Address	Editor	Manager
Holmes Feature Service	135 Garrison ave., Jersey City, N. J.	George R. Holmes	M. E. Dollard
Homemakers' Service	407 S. Dearborn st., Chicago, Ill.	Laura E. Weilepp	Laura E. Weilepp
Hope Features, Chester M	345 W. 86th st., New York	Eleanor Schorer	Fred H. Brown
Hopkins Syndicate, Inc	520 N. Michigan av., Chicago, Ill.	C. E. Miller	C. E. Miller
Human News Syndicate	119 W. 57th st., New York	Alfred Human	Alfred Human
Hurst Features, Albert Crawford	2920 Pennsylvania av., S. E., Washington, D. C.	Albert C. Hurst	Albert C. Hurst
Independent Features Syndicate	56 W. 45th st., New York.	Richard Mardus	Wm. Clark
Independent Syndicate, The	1700 Eye st., N. W., Washington, D. C.	Jay Jerome Williams	William Kroger
International Syndicate	406 Hawthorne Road, Baltimore, Md.	Robt. M. Miller	Robt. M. Miller
International Labor News Service	609 Carpenter Bldg., Washington, D. C.	Chester M. Wright, ed.; Oliver E. Carruth, mgn. ed.	June Wright
International Religious News Service	Rushylvania, O.	D. Carl Yoder	D. Carl Yoder
Jaeckel, Mary Stover Religious Missions Service, The	Hendersonville, N. C.	Mary S. Jaeckel	Mary S. Jaeckel
Jaeckel's Globe News Features	Hendersonville, N. C.	Capt. Louis E. Jaeckel	M. S. Jaeckel
James Features, Lloyd	990 S. Manhattan Place Los Angeles, Calif.	L. J. Williams	L. J. Williams
Jewish Telegraphic Agency	106 E. 41st st., New York	Boris Smolar	Jacob Landau, mgn. dir.
Jones Syndicate, The	Sante Fe, N. M.	E. M. Jones	Paul R. Jones
Kelleher, A. A. & M. M	Mayfair Hotel, Dallas, Tex.	Margaret M. Kelleher	Agnes Anne Kelleher
Kerr, H. S	5437 Ellsworth av., Pittsburgh, Pa.	Hazel Sloan Kerr	H. S. Kerr
Keyes Advertising Service	Peru, Ind.		J. L. Keyes
Keystone Features, Inc	2 W. 46th st., New York.	Lawrence M. Gelb	William A. Spilo
Keystone Feature Service	310 Commonwealth Bldg., Philadelphia, Pa.	L. L. Young	A. K. Fullerton
Keystone View Co. of N. Y., Inc	219 E. 44th st., New York.	E. P. Van Loon	H. W. Sierichs
King Editors' Features	102 Hillyer st., East Orange, N. J.	A. R. King	H. L. Allen
King Features Syndicate, Inc	235 E. 45th st., New York.	J. V. Connelly, pres.; Bradley Kelly, vice-pres.; Ward Greene, exec. ed.	F. J. Nicht, sales mgr.; E. M. Grundy, bus. mgr.
Kirk Syndicate, The	342 Madison av., New York	Justin N. Kirk	Justin M. Kirk
Lafave Newspaper Features	2042 E. 4th st., Cleveland, O.	Arthur J. Lafave	Arthur J. Lafave
Lawrence's National Dispatch, David	2201 M st., N. W., Washington, D. C.		Chas. W. McCullum
Ledger Syndicate	205-207 S. Juniper st., Philadelphia, Pa.	George F. Kearney, ed.; E. E. Wolfstyn, asst. ed.	George F. Kearney, F. A. Meyers, bus. mgr.
Legal Features Syndicate	201 Hospital Trust Bldg., Woonsocket, R. I.	Morris E. Yaraus	Morris E. Yaraus
Lincoln Newspaper Features	2 W. 46th st., New York.	William A. Spilo	William A. Spilo
Lyons, Hugh Service	7243 Bennett av., Chicago, Ill.	Hugh Lyons	
Make Your Own Craft Syndicate	42 E. 50th st., New York.	Louise White	Laura Taylor, chief designer
Markey, Frank Jay	369 Lexington av., New York	Vincent Sullivan	Frank Markey
Mats Feature Syndicate	523 Weiser st., Reading, Pa.	R. Stanley Mats	Ralph S. Mats
McClure Newspaper Syndicate	75 West st., New York	Albert N. Leman	Richard H. Waldo
McNaught Syndicate	Greenwich, Conn.	Mildred M. Bellah	Chas. V. McAdam
Metro Associated Services, Inc	275 7th av., New York, 181-189 Richmond st., W., Toronto, Ont., Canada	Wm. Schak, gen. mgr.; W. Howard Batten, pres.	
Metropolitan Newspaper Feature Service, Inc	220 E. 42d st., New York.	George A. Carlin	George A. Carlin
Meyer Both Company	1935 S. Michigan, Chicago	Stanton M. Meyer, pres.	John G. Grimm, vice-pres.
Miller Newspaper Syndicate	1717 S. Layton Blvd., Milwaukee, Wis.	William J. Miller	William J. Miller
Miller Services, Ltd	308-9 McKinnon Bldg., Toronto, 2, Canada	A. Hamilton Miller	Andrew Miller
Milians Newspaper Service	1775 Davidson av., Bronx, N. Y.	Bernard D. Milians	Shepard Milians
Moore Service	Box 178, North Salem, Ind.	Susa P. Moore	D. B. Barnett
Moses, Bert (Sap & Salt)	Rushville, Ind.	Bert Moses	Bert Moses
Motion Picture Review Service	Hobart Bldg., San Francisco, Calif.	T. McManus	
N. C. W. C. News Service	1312 Massachusetts av., N. W., Washington, D. C.	Frank A. Hall, dir.	
National News-Features Syndicate	507 Fifth av., New York.	M. A. Riley	H. C. Wallace
National Newspaper Service	326 W. Madison st., Chicago, Ill.	John F. Dille	Jack Dille, Jr.
National Newspaper Carriers' Press	401-06 Loeb Arcade, Minneapolis, Minn.	E. B. Hoffman	V. E. Hynes
National Weekly Newspaper Service	210 S. Desplaines, Chicago, Ill.	Farnham F. Dudgeon	Emmet Finely
NEA Service, Inc	1200 W. Third st., Cleveland, O.	Fred S. Ferguson, pres.; Donn Sutton, ed.	Herbert W. Walker, gen. mgr.; Ralph H. Turner, bus. mgr.
New England Newspaper Service	Press Gallery, State House, Boston, Mass.	A. W. Woodman	A. W. Woodman
New Jersey Press Bureau	106 Jefferson st., Weehawken, N. J.	I. W. Radding	Frank Littell (Sidney Solomon), asst. mgr
Newspaper Boys of America	222 East Ohio st., Indianapolis, Ind.	Maurice Lipson, Chas. E. Knepper, pres.	
Newspaper Features	613 Rhodes Haverty Bldg., Atlanta, Ga.	J. C. Wilson	J. C. McAuliffe
Newspaper Promotion Service	Atlantic City, N. J.	Herbert Hunter	James Dooley
Newspaper Sports Service	15 Park Row, New York.	Thomas W. Mack	Thomas W. Mack
New York Herald Tribune Syndicate	230 W. 41st st., New York.		Harry Staton
New York Post	75 West st., New York	Ted O. Thackrey	Ted O. Thackrey
North American Newspaper Alliance, Inc	247 W. 43d st., New York.	James L. Freeman	John N. Wheeler, gen. mgr.
North American Sportsmans Bureau	422 S. Dearborn st., Chicago, Ill.		W. B. Otto
Northwest Syndicate, Inc	711 St. Helens av., Tacoma, Wash.		Geo. F. Russell
O'Connor Organization, Jos	Hobart Bldg., San Francisco, Calif.		Jos. O'Connor
Our Family Food	468 Fourth av., New York	Jessie A. Knox	J. T. Emery
Oversea Press	11 West 42d st., New York		
Overseas News Agency	101 Park av., New York.	H. Wishengard	Jacob Landau
Panamerican Press Service	130 W. 42d st., New York.	German Pedro Diaz	Joseph Wendehake
Pan-Hellenic American Foreign Press Syndicate	1215-17 Park Row Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
Park Bench Philosophy	1500 Third av., New Brighton, Pa.	David S. Patterson	David S. Patterson
Park Row News Service	280 Broadway, New York		Theodore Kaufman
Peerless Fashion Service	121 W. 19th st., New York	Anne G. Wright	Elmer J. Roeper
Penn Feature Syndicate	2417 N. 15th st., Philadelphia, Pa.	Wm. G. Draucker	Constance A. Gleeking
Phoenix Republic and Gazette Syndicate	Phoenix, Ariz., P. O. Box 1950		Roy Bradt
P M Syndicate	27 Sixth av., Brooklyn, N. Y.	Hannah Baker, comic editor	Jas. Crayhon, mgr.
Press Alliance, Inc	235 E. 45th st., New York	Paul Winkler, pres.-gen. mgr.	C. E. Robbins
Press Features Association	24 Fifth av., New York	Ralph D. Goldburgh & Morton Puner, eds.	Harry L. Bullock
Progressive Features	905 N. Fifth st., Springfield, Ill.	Mrs. Clara Bell Graves	C. Desmond Graves
Publishers Financial Bureau	Babson Park, Mass.	Roger W. Babson, editor-in-chief	Winslow L. Webber
Publishers Syndicate	30 N. LaSalle st., Chicago, Ill.	Harold H. Anderson	Eugene P. Conley
Rapid Grip and Batten, Ltd	181-189 Richmond st., W. Toronto, Ont., Canada.	G. A. MacBain	W. Howard Batten
Religious News Service	381 Fourth av., New York.	Louis Minsky	Louis Minsky
Register & Tribune Syndicate, The	Des Moines, Ia.	Charles E. Lounsbury	Henry P. Martin, Jr.
Russell Service, The	Hartford, Conn.	Frederick C. Russell	G. L. Mason
Sap and Salt (Bert Moses)	Rushville, Ind.	Bert Moses	Bert Moses
Sasser, Inc., Nancy (Buy Lines)	420 Lexington av., New York; 360 N. Michigan av., Chicago, Ill.	Nancy Sasser	Nancy Sasser
Seckatary Hawkins Service	Enquirer Bldg., Cincinnati, O.	Robert Franc Schulkers	Robert Franc Schulkers
Seven Arts Feature Syndicate	101 Park av., New York.	Bernard Zamichow	
Schostal Press Agency	545 Fifth av., New York.	Robt. F. Schostal	Robt. F. Schostal
Science Service	1719 N st., N. W., Washington, D. C.	Watson Davis	Hallie Jenkins, sales mgr.; Alvin C. Stewart, bus. mgr.
Sheridan Feature-Photo Service, Martin	1132 Commonwealth av., Boston, Mass.	Martin Sheridan	C. J. Mislin
Southern News Service	P. O. Box 2489, Birmingham, Ala.	George H. Watson	George H. Watson
Southern, Jr., William	Independence, Mo.	William Southern, Jr.	
Spears, Ruth Wyeth	Bedford Hills, N. Y.	Ruth Wyeth Spears	Z. C. Spears
Sports Record Query Syndicate	Box 215, Long Beach, Calif.	Tom Norton	R. G. Herman
Standard Editorial Service	Chandler Bldg., Washington, D. C.	R. V. Williams	A. M. Johnston
Standard Press Association	126 Dartmouth st., Boston, Mass.	Harry I. May	Harry I. May
Star Feature Syndicate	825 South 2d st., Alhambra, Calif.	John C. Kraus	John C. Kraus
Star Newspaper Service	80 King st., W. Toronto, Canada		F. P. Hotson, H. Murray Sinclair, sales mgr.
Summers Syndicate	Box 587, Poland, O.	Don Summers	Don Summers
Swiftnews	Times Tower, New York.	Stephen K. Swift	Lenore Bloch
Swisher Syndicate, Clare	Box 488, Erie, Pa.	Clare Swisher	Nelson Reade
Texas Newspaper Features	3708 Cedar Springs, Dallas, Tex.	Geo. "Jimmie" Smith	M. B. Comstock
Tewson Syndicate, W. Orton	162 W. 56th st., New York	W. Orton Tewson	W. Orton Tewson
Thompson Service	255 Senator Place, Cincinnati, O.		I. Thompson Hawes
Three Lions	551 Fifth av., New York.	Max G. Lowenhers	B. H. Green
Transradio News Features, Inc	521 Fifth av., New York.	Dixon Stewart	Dixon Stewart
Twentieth Century News Syndicate	2721 Rimpau Blvd., Los Angeles, Calif.	Barney Glaser	Barney Glaser
TYP News Syndicate	225 W. 113th st., New York	Ted Yates	Gloria Harding
Ullman Feature Service, Inc., The	Chandler Bldg., Washington, D. C.	William Ullman	W. E. Schaaff
Unique Feature Syndicate	523 Weiser st., Reading, Pa.	Ralph S. Mats	Stanley Mats
United Feature Syndicate, Inc	220 E. 42d st., New York.	George Carlin	George Carlin
Vanguard Features Syndicate	7147 S. Cyril av., Chicago, Ill.		Kathleen Nichols
Vitamin News Bureau	900 Statler Bldg., Boston, Mass.	Maurice Goldsmith	Maurice Goldsmith
Wake Up America Syndicate, American Economic Foundation	295 Madison av., New York	Richard S. Rimanoczy	Leonard M. Fanning
Want Ad Willy	410 State st., Bridgeport, Conn.	Geo. J. Beaty	Geo. J. Beaty
Watkins Syndicate, Inc	Ardmore, Pa.	Frances M. Kelly	John Elfreth Watkins
Wells Feature Syndicate	Hollywood Center Bldg., Hollywood, Calif.	Allan W. Wells	"Bill" Wells
Wells, W. Worthington	369 Allaire av., Leonia, N. J.	W. W. Wells	W. W. Wells
Western Newspaper Union	210 S. Desplaines st., Chicago, Ill.	Farnham F. Dudgeon	Emmet Finley

WAR AND POLITICS

Two musts that require expert opinion and keen interpretation.

The reason enterprising newspapers, all over the country feature the weekly columns of these expert observers.

•

WASHINGTON PARADE

by

Ray Johnson and Walter Pierce

THIS WEEK, THIS WORLD

by

Ted Friend

Released exclusively by

Keystone Features, Inc.

2 West 46th St.

NEW YORK, N. Y.

WOEHRLE NEWS SERVICE

for coverage in

NEW YORK CITY

153 CENTRE ST.

CAnal 6-8517

UNITED FEATURES COMICS

ABBIE AN' SLATS
by Raeburn Van Buren

LI'L ABNER
by Al Capp

BACK HOME AGAIN
by Ed Dodd

BRONCHO BILL
by Harry F. O'Neill

THE CAPTAIN AND THE KIDS
by Rudolph Dirks

ELLA CINDERS
by Charlie Plumb and Fred Fox

EVERYDAY MOVIES
by Denys Wortman

HAP HOPPER
by Drew Pearson

JASPER
by Frank Owen

JOE JINKS

FRITZI RITZ
by Ernie Bushmiller

LITTLE MARY MIXUP
by R. M. Brinkerhoff

NANCY
by Ernie Bushmiller

RACE RILEY AND THE COMMANDOS
by Milburn Rosser

STRANGE AS IT SEEMS
by John Hix

TARZAN
by Edgar Rice Burroughs

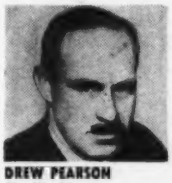
UNITED FEATURES COLUMNISTS

RAYMOND CLAPPER
In Washington

BILL CUNNINGHAM
Bill Cunningham's Column

HARRY HANSEN
The First Reader

JOSEPH FORT NEWTON
Everyday Living


DREW PEARSON
The Washington Merry-Go-Round

WESTBROOK PEGLER
Fair Enough

ERNIE PYLE
Roving Reporter

ELEANOR ROOSEVELT
My Day

MAJOR AL WILLIAMS
Airpower

JOE WILLIAMS
Sports

P. B. WILLIAMSON
Football Ratings and Predictions

WILLIAM B. ZIFF
The War

United
FEATURE SYNDICATE
220 EAST 42ND STREET NEW YORK CITY

FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page 142*)

Name	Address	Editor	Manager
Wheeler & Co., T. J.	302 Bay st., Toronto, Canada	T. J. Wheeler	T. J. Wheeler
Williams, Lloyd James	990 S. Manhattan Place, Los Angeles, Calif.	Lloyd J. Williams	Lloyd J. Williams
Woehrle News Service	153 Centre st., New York	Alexander J. Woehrle	Alexander J Woehrle Mrs. Justine E. Woehrle
World Color Printing Co.	420 DeSoto av., St. Louis, Mo.	F. B. Jeske	R. S. Grable, pres.; Roswell Messing, vice-pres.
World Feature Service	220 E. 42d st., New York.	George A. Carlin	George A. Carlin
Wood Institute, Roger	Leesburg, O.	Col. Roger Wood	N. R. Wood
Worldover Press	Wilton, Conn.	Devere and Marie H. Allen, editors	E. Dixwell Chase
World-Wide News Service	56 Bellevue st., Newton, Mass.	J. J. Bosdan	J. J. Bosdan
Wright Organization, Inc., Hamilton	30 Rockefeller Plaza, New York	Hamilton M. Wright	Hamilton M. Wright. Jr.

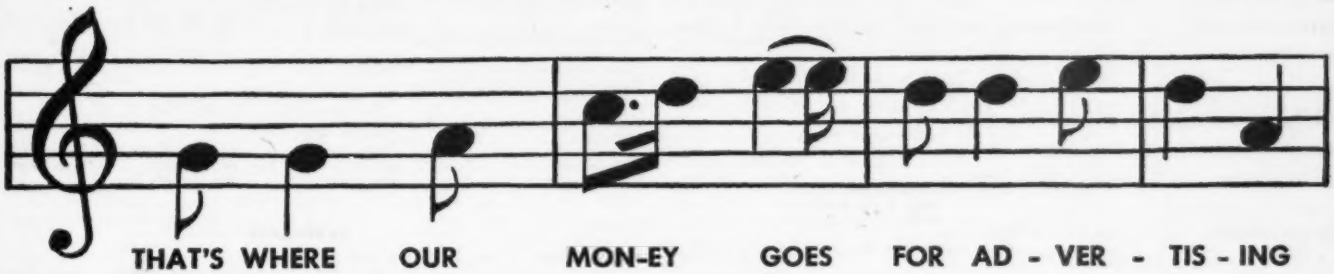
SPECIAL SERVICES

Name	Address	Editor	Manager
Anglo News Service	42 E. 50th st., New York.	Louise White, man. ed.	
Associated Press, The	50 Rockefeller Plaza, New York	Robert McLean, pres.	Kent Cooper, gen. mgr.
Associated Negro Press, Inc.	3507 South Parkway, Chicago, Ill.	F. M. Davis	Claude A. Barnett
Australian Associated Press	229 W. 43d st., New York	F. W. Tonkin, ed.	F. W. Tonkin
Australian News and Information Bureau	610 Fifth av., New York.		David W. Bailey
Authenticated News	Times Tower, New York.	Stephen K. Swift	L. Bloch
Balkan News Syndicate	1216 Park Row Bldg., New York	Demetrius Tsecos	Demetrius Tsecos
British Press Service, The	30 Rockefeller Plaza, New York		
British United Press, Ltd.	231 St. James st., W. Montreal, P. Q.		
Canadian Press, The	44 Victoria st., Toronto, Ont., Canada	A. R. Ford, pres.	J. A. MacNeil, gen. mgr., secy. G. Purcell, asst. gen. mgr.
Central Press Association	1435 E. 12th st., Cleveland, O.; 235 E. 45th st., New York	Courtland C. Smith	J. V. Connolly
Chicago Daily News Foreign Service	Chicago, Ill.		
Chicago Sun Syndicate	400 W. Madison st., Chicago, Ill.	Harry B. Baker	Harry B. Baker
Columbia News Service	42 E. 50th st., New York.		Kay Parrish
Consolidated News Service	439 Main st., Orange, N. J.	Frank-Jay Morris, Jr.	Frank-Jay Morris
Crux News Service	Box 125, Leonia, N. J.	Thourot Pichel	J. E. Truitt
Daily Sports News Service	820 Park av., Brooklyn, N. Y.	Tom Newman	Tom O'Brien
Dixie News Service	Hendersonville, N. C.	Capt. L. E. Jaeckel	M. S. Jaeckel
Dominion News Bureau Limited	455 Craig st., W., Montreal, Canada	W. E. Hopper	W. E. Hopper
Feature News Service (The New York Times)	229 W. 43d st., New York	John Van Bibber	John Van Bibber
Federated Press	30 Irving Pl., New York.	John Dunn	H. Richard Seller
Greek News Syndicate	1216 Park Row Bldg., New York	Demetrius Tsecos	Demetrius Tsecos
Heath News Service	1300 National Press Bldg., Washington, D. C.	Edwin J. Heath	Edwin J. Heath
Heinl Radio News Service	2400 California st., Washington, D. C.	Robert D. Heinl	
Human News Syndicate	119 W. 57th st., New York	Alfred Human	Alfred Human
Intercity News Service	318 Lexington av., New York	E. W. Nassauer	
International Labor News Service	609 Carpenters Bldg., Washington, D. C.	Chester M. Wright, O. E. Carruth, mgn. ed.	June Wright
International News Service	235 E. 45th st., New York.	Barry Faris, editor-in-chief	J. V. Connolly, pres.; Walter E. Moss
Jewish Telegraphic Agency	106 E. 41st st., New York	Boris Smolar	Jacob Landau
Labor News Service	1480 Broadway, New York	Irving Weinsweig, man. ed.	Sarah Haims
Los Angeles Times News Bureau	202 W. First st., Los Angeles, Calif.		Thomas Lewis, mgr.
N. C. W. C. News Service	1312 Mass. av., N. W., Washington, D. C.	Frank A. Hall, dir.	
NEA Service, Inc.	1200 W. Third st., Cleveland, O.	Fred S. Ferguson, pres.; Donn Sutton, editor.	Herbert W. Walker, gen. mgr.; Ralph H. Turner, bus. mgr.
Negro News Service	3612 Elliot av., Minneapolis, Minn.	Hobart T. Mitchell	Hobart T. Mitchell
New Jersey Press Bureau	106 Jefferson st., Weehawken, N. J.	I. W. Radding	Frank Littell
New York Herald Tribune News Service	230 W. 41st st., New York	Harry Staton	Harry Staton
New York Times News Syndicate	229 W. 43d st., New York.	Fred E. Meinhalts	Fred E. Meinhalts
North American Newspaper Alliance	247 W. 43d st., New York.	James L. Freeman	John N. Wheeler, gen. mgr.
Overseas News Agency	101 Park av., New York.	H. Wishengrad	Jacob Landau
Panamerican Press Service	130 W. 42d st., New York.	German Pedro Diaz	Joseph Wendehake
Pan-Hellenic American Foreign Press Syndicate	1216 Park Row Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
Park Row News Service	280 Broadway, New York		Theodore Kaufman
Religious News Service	381 Fourth av., New York	Louis Minsky	Louis Minsky
Reuters, Limited	50 Rockefeller Plaza, New York	R. Vivian, news editor.	D. Kimpton Rogers
Science Service	1719 N. st., N. W., Washington, D. C.	Watson Davis	Hallie Jenkins, sales mgr.; Alvin C. Stewart, bus. mgr.
Southern News Services	Box 2489, Birmingham, Ala.	George H. Watson	Geo. H. Watson
Technical News Service	631 Albee Bldg., Washington, D. C.		Bertram F. Linz
Teleradio	50 Rockefeller Plaza, New York	Andre Peron	G. Fritsch-Estrangin
Trans Canada Press Service	5019 Coolbrook av., Montreal, P. Q. Canada	J. O. Pinder	J. O. Pinder
Transradio Press Service	521 Fifth av., New York	Dixon Stewart	Dixon Stewart
Twentieth Century News Syndicate	2721 Rimpau Blvd., Los Angeles, Calif.	Barney Glazer	Barney Glazer
United Press Associations	220 East 42d st., New York, N. Y.	Hugh Baillie, pres. and gen mgr., James H. Furay, vice-pres., Earl J. Johnson, vice-pres. and gen. news mgr., Edwin Moss Williams, vice-pres. and gen. bus. mgr., Joseph L. Jones, vice-pres. and gen. foreign mgr., Frank H. Bartholomew, vice-pres. in charge of Pacific area.	
Washington Post News Service	Washington, D. C.		
Woehrle News Service	153 Centre st., New York.	Alexander J. Woehrle	Alexander J. Woehrle, Mrs. Justine E. Woehrle
World-Wide News Service	56 Bellevue st., Boston, Mass.	J. J. Bosdan	J. J. Bosdan
Yard's News Bureau	184 W. Washington st., Chicago, Ill.		

PHOTOGRAPHIC SERVICES

Name	Address	Editor	Manager
Acme Newspictures, Inc.	461 Eighth av., New York	Harold Blumenfeld, news ed.	R. P. Dorman, gen. mgr.
Affiliated Photo News Service	558 Madison av., New York	W. E. Singer	Paul Adelman
Allied News Photo Service Corp.	439 Madison av., New York	D. A. Jacobs	D. A. Jacobs
Associated Press Newsphoto Service	50 Rockefeller Plaza, New York	F. A. Resch, exec. news photo ed.	
Australian News and Information Bureau	610 Fifth av., New York.		David W. Bailey
Authenticated News	Times Tower, Times Sq., New York	Stephen K. Swift	L. Bloch
Aviation News Features	610 Shoreham Bldg., Washington, D. C.	John C. Ingram	
Balkan News Syndicate	1216 Park Row Bldg., New York	D. N. Tsecos	D. N. Tsecos
Betterman Archives	215 E. 57th st., New York	Dr. O. L. Bettman	Dr. O. L. Bettman
Black Star, Inc.	420 Lexington av., New York	Ernest Mayer	Kurt Kornfeld
British Combine Photos, Ltd.	271 Madison av., New York	J. E. Lewis	J. E. Lewis
Central Press Canadian	80 King st., W., Toronto, Ont., Canada	H. Murray Sinclair, sales mgr.	Fred P. Hotson
Columbia News Service	60 E. 42d st., New York		Kay Parrish
Consolidated Photo Service	439 Main st., Orange, N. J.	Frank Jay Morris, Jr.	Frank J. Morris
Dench Business Features	Ho-ho-kus, N. J.	Ernest A. Dench	Ernest A. Dench
Dickinson & Co., Inc.	545 Fifth av., New York	Frances Knox	H. T. Dickinson
Elliott Service Co.	219 E. 44th st., New York	A. Lubatty	G. Kadel
European Picture Service	353 Fifth av., New York.	Max Peter Haas	Max Peter Haas
Ewing Galloway	420 Lexington av., New York		Joseph H. Hisler
Federated Press	30 Irving Pl., New York.	John Dunn	H. Richard Seller
Gilliams Service	225 W. 39th st., New York	Thomas F. Gilliams	Wm Watson
Globe Photos, Inc.	33 W. 42d st., New York	L. M. Uffand	Jean Sohn
Greek News Syndicate	1216 Park Row Bldg., New York, N. Y.	D. N. Tsecos	D. N. Tsecos
Harris & Ewing Photographic News Service	17 E. 42d st., New York.	M. J. Kelleher	M. J. Kelleher
Healy Collection, Thos. F.	155 Prospect av., Valhalla, New York		Thomas F. Healy
Historical Picture Service	222 E. 51st st., New York	Ismar Lachmann	Ismar Lachmann
Homemakers' Service	407 S. Dearborn st., Chicago, Ill.	Laura E. Weilepp	L. E. Weilepp
Hollywood Press Syndicate	6605 Hollywood Blvd., Hollywood, Calif.	Jos. B. Polonsky	Jos. B. Polonsky
Independent Features Syndicate	56 W. 45th st., New York	Richard Mardus	Wm. Clark
International News Photos	235 E. 45th st., New York	J. V. Connolly	Edward M. Gundy
Interphoto News Pictures, Inc. (Swiss Bureau Zurich) Postfach 2710 5, Bahnhofplatz Zurich Hbf. Switzerland.	11 W 42d st., New York.		
Keystone Features, Inc.	2 W. 46th st., New York.	Lawence M. Gelb	W. A. Spilo
Keystone View Co. of New York, Inc.	219 E. 44th st., New York	E. P. Van Loon	H. W. Sieriche
Lincoln Newspaper Features	2 W. 46th st., New York.	W. A. Spilo	W. A. Spilo
Los Angeles Times News Bureau	First and Spring sts., Los Angeles, Calif.		Tom Lewis
Mats Feature Syndicate	523 Weiser st., Reading, Pa.	R. Stanley Mats	Ralph S. Mats
Miller Service, Ltd.	308-9 McKinnon Bldg., Toronto, Ont.	A. Hamilton Miller	Andrew Miller
Morgan Photo Service	1180 Raymond Blvd., Newark, N. J.; 36 W. 34th st., New York	Ralph Morgan	Bert Morgan
Movietone News	460 W. 54th st., New York	Edmund Reek	Art Sorensen
NEA Service, Inc.	1200 W. Third st., Cleveland, O.	Fred S. Ferguson, pres.; Donn Sutton, editor.	Herbert W. Walker gen. mgr.; Ralph H. Turner, bus. mgr.
New Jersey Press Bureau	106 Jefferson st., Weehawken, N. J.	I. W. Radding	Frank Littell, Sidney Solomon, asst. mgr.
Panamerican Press Service	130 W. 42d st., New York.	German P. Diaz	Joseph Wendehake
Pan-Hellenic American Foreign Press Syndicate	1215-1217 Park Row Bldg., New York	D. N. Tsecos	D. N. Tsecos
Parkway News Photo Service	Box C, Rosindale, Boston, Mass.	Frank Van Peet	Fred G. Braitsch, Jr.
Penguin Photo	5 W. 75th st., New York.	Ena Fielden, man. ed.	
Pictorial Feature Service	11 E. 49th st., New York.	Edward Gruber	Edward Gruber
Pictorial Pub. Co., Inc.	19 W. 44th st., New York.		
Pictorial Press-Pan American Service	1658 Broadway, New York	Thomas E. McGrath	Thomas E. McGrath
Pix Incorporated	250 Park av., New York.	Leon Daniel, gen. mgr.	Cecile Kuchuk, bus. mgr.
PM Syndicate	27 Sixth av., Brooklyn, N. Y.	Hannah Baker, comic ed.	James Crayhon
Press Photo Service	Wolverine Hotel, Detroit, Mich.	Miss Edythe Gray	C. W. McGill
Religious News Service	381 Fourth av., New York	Louis Minsky	Louis Minsky
Schostal Press Agency	545 Fifth av., New York.		Robert F. Schostal
Science Service	1719 N st., N. W., Washington, D. C.	Watson Davis	Hallie Jenkins, sales mgr.; Alvin C. Stewart, bus. mgr.
Sheridan Feature Foto Service, Martin	1133 Commonwealth av., Boston, Mass.	Martin Sheridan	C. J. Misslin
Southern News Service	P. O. Box 2489, Birmingham, Ala.	George H. Watson	G. H. Watson
Sovfoto	11 W. 42d st., New York.		Helen Black
Swiftnews	Times Tower, Times Sq., New York	Stephen K. Swift	Harold Dowden
Thompson Photos, Paul	353 Fifth av., New York.	Max Peter Haas	Max Peter Haas
Three Lions	551 Fifth av., New York.	Max G. Lowenhars	B. H. Green
TYP News Syndicate	225 W. 113th st., New York	Ted Yates	Gurth Harding
United Feature Syndicate, Inc.	220 E. 42d st., New York.	George A. Carlin	Geo. A. Carlin
Vanguard Features Syndicate	7147 S. Cyril av., Chicago, Ill.		Kathleen Nichols
Wells Feature Syndicate	Hollywood Center Bldg., Hollywood, Calif.	Allan W. Wells	"Bill" Wells
Western Newspaper Union	210 S. Desplaines st., Chicago, Ill.	Farnham P. Dudgeon	Emmet Finley
Wheeler & Co., T. J.	302 Bay st., Toronto, Ont., Canada	T. J. Wheeler	T. J. Wheeler
Wide World Photos, Inc.	50 Rockefeller Plaza, New York	Leo M. Solomon	
Woehrle News Service	153 Centre st., New York.	Alexander J. Woehrle	A. J. Woehrle and Mrs. Justin E. Woehrle

THAT'S WHERE OUR MONEY GOES!



We *Put* $655,815.28* OF OUR OWN MONEY IN NEWSPAPER ADVERTISING IN 1942

We don't say that it required any genius, but anyway, we really *did* see this thing a long way off. So we said to ourselves, well, it looks like the eventual newsprint restrictions will put a crimp in our business of promoting circulation. However, papers will be needing advertising revenue, so why don't we promote some advertising?

One thing leads to another, and before we got through we had promoted several special campaigns that looked mighty good to us, so good, in fact that we decided to promote these campaigns ourselves, and in 1942 we spent $655,815.28 of our own money in newspaper advertising. It paid, thank you, just as all newspaper advertising pays when it's used to offer a good product at a fair price. We expect to keep right on advertising in 1943. Along about the end of 1944, when the lights go on again, we hope our friends in the newspaper industry will not forget that circulation promotion for newspapers will always be our main business.

PS

PUBLISHERS SERVICE COMPANY, INC.
75 West Street - NEW YORK, N. Y.

*Well, maybe it *is* a drop in the national newspaper bucket, but you know the old saying: A drop here, and a drop there . . . .

FEATURE AND PICTURE SYNDICATES OF U. S. AND CANADA

(*Continued from page 144*)

SPECIAL SERVICES—COLOR PRINTING COMPANIES

Name	Address	Editor	Manager
Acme Colorprint Co., Ltd.	131-139 F st., San Bernardino, Calif.	James Ritcher, pres.	C. G. Beaudine, mgr.
Buffalo Color Press, Inc.	Buffalo, N. Y.		L. E. Herman, gen. mgr.
Eastern Color Printing Co.	500 Fifth av., New York.	William J. Pape, pres.	Harold A. Moore, sales mgr.
Greater Buffalo Press, Inc.	302 Grote st., Buffalo, N. Y.; 369 Lexington av., New York	J. W. Koessler, pres.	J. A. Koessler, gen. mgr.
King Features Syndicate, Inc.	235 E. 45th st., New York.	J. V. Connolly, pres.	F. J. Nicht, sales mgr.
Missouri Agricultural Publishing Co.	2206 Pine st., St. Louis, Mo.	T. L. Ryan, ed. & mgr.	
Rochester Color Printing, Inc.	28-34 Graves st., Rochester, N. Y.		Wm. Oliver, mgr.
Sharp Color-Press, Inc.	405 E. 8th st., Kansas City, Mo.	M. B. Sharpe, pres.-mgr.; W. G. Reno, secty.	
World Color Printing Co.	420 DeSoto av., St. Louis, Mo.	F. B. Jeske, ed.	R. S. Grable, pres.; Roswell Messing, vice-pres.

COOKING SCHOOLS

Casey, Elizabeth, Cooking & Home Making Schools	2096 Grand av., St. Paul, Minn.	Elizabeth K. Casey	Elizabeth K. Casey
Cooper, Virginia M., The Creole Kitchen	1514 Milan st., New Orleans, La.		Virginia M. Cooper
DeBoth Home Makers' Schools	420 Lexington av., New York; 850 Lake Shore Drive, Chicago		Jessie Marie DeBoth
General Features Corporation	250 Park av., New York	S. G. Little, pres. & mgr.	Louis N. Martin, vice-pres.
Home Economic Service Corp.	247 Park av., New York	J. C. Beckham, pres.	
Homemakers' Service	407 S. Dearborn st., Chicago		Laura E. Wellepp
Recipe Service Co.	3160 Kensington av., Philadelphia, Pa.	Richard S. Bond	
Southern Newspaper Features "Vitamins For Victory"	1009 Texas Bank Bldg., Dallas, Tex.	Susanne Wright	A. M. Cohen

EDITORIALIZED ADVERTISING SERVICE

Sasser, Inc., Nancy (Buy Lines)	420 Lexington av., New York; 360 N. Michigan av., Chicago, Ill.	Nancy Sasser	Nancy Sasser

HOME PAGES

Casey, Elizabeth, Cooking & Home Making Schools	2096 Grand av., St. Paul, Minn.	Elizabeth K. Casey	Elizabeth K. Casey
Homemakers' Service	407 S. Dearborn st., Chicago, Ill.		Laura E. Weilepp
Modern Home News Page	247 Park av., New York		J. C. Beckham
Our Family Food	468 Fourth av., New York	Jessie A. Knox	J. T. Emery
Pan-Hellenic American Foreign Press Syndicate	1215-1217 Park Row Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
Spears, Ruth Wyeth	Bedford Hills, N. Y.	Ruth Wyeth Spears	Z. C. Spears

NEWSPAPER PROMOTION SERVICE

Metro Promotions Service	275 Seventh av., New York	J. A. Bernstein	
Newspaper Promotion Service	Atlantic City, N. J.	Herbert Hunter	James Dooley
Publishers Service	75 West st., New York	Paul Sarasen	

RELIGIOUS NEWS SERVICES

Name	Address	Editor	Manager
Balkan News Syndicate	1216 Park Row Bldg., New York	Demetrius Tsecos	Demetrius Tsecos
Catholic Information Bureau	214 W. 31st st., New York.	Rev. Bonaventure Fitzgerald	Rev. Bonaventure Fitzgerald
Ellis Service, The	Swarthmore, Pa.	William T. Ellis	M. Fetherolf
Greek News Syndicate	1216 Park Row, Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
International Religious News	Rushylvania, O.	D. Carl Yoder	D. Carl Yoder
Mary Stover Jaeckel, The, Religious Missions Service	Hendersonville, N. C.	Mary Stover Jaeckel	Mary Stover Jaeckel
Keyes Advertising Service	Peru, Ind.		J. L. Keyes
National Catholic Welfare Conference News Service	1312 Mass. av., N. W., Washington, D. C.	Frank A. Hall, dir.	
Pan-Hellenic American Foreign Press Syndicate	1215-1217 Park Row Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
Religious News Service	381 Fourth av., New York.	Louis Minsky	Louis Minsky
Southern, Jr., Wm.	Independence, Mo.	Wm. Southern, Jr.	

RESEARCH

Editorial Research Reports	1013 13th st., N. W., Washington, D. C.	Richard M. Boeckel	Burt P. Garnett
Pan-Hellenic American Foreign Press Syndicate	1215-1217 Park Row, Bldg., New York, N. Y.	Demetrius Tsecos	Demetrius Tsecos
Parb Research Services (Newspaper Copy Service)	Box 3086, San Francisco, Calif.	Steven Anderson	Dorothy Parker Pacific Coast Division
United Press Predate	220 E. 42d st., New York.	Henry Platt	C. Edmonds Allen

SPECIAL PAGE AND EDITORIAL SERVICES

Alburn Bureau, The	Drawer B., Rocky River, Cleveland, O.	Bill Alburn	Bill Alburn
Dickinson & Co., Inc.	545 Fifth av., New York.	Frances Knox	Harry T. Dickinson
Editorial Symposium	P. O. Box 1766, Boston, Mass.	Lloyd Fogel-Songer	H. K. Remington
Leach, Claude L.	1218 Westmoreland Park, Norfolk, Va.	Hubert Lee	Harry A. Earp
Haagen, Paul T.	155 N. Clark st., Chicago, Ill.	Paul T. Haagen	Paul T. Haagen
Meyer Both Company	1935 S. Michigan, Chicago, Ill.	Stanton M. Meyer, pres.	John G. Grimm, v.-p.
Standard Editorial Service	Chandler Bldg., Washington, D. C.	R. V. Williams	A. M. Johnston

TRADE PAPER NEWS SERVICES

Butler, James J.	1383 National Press Bldg., Washington, D. C.	J. J. Butler	J. J. Butler
Dench Business Features	Ho-ho-kus, N. J.	Ernest A. Dench	Ernest A. Dench
General Press Association	National Press Bldg., Washington, D. C.	George H. Manning	Ralph A. Collins
King Editors Features	102 Hillyer st., East Orange, N. J.	A. R. King	H. L. Allen
Moore Service	Box 178, North Salem, Ind.	Susa P. Moore	D. B. Barnett
New Jersey Press Bureau	106 Jefferson st., Weehawken, N. J.	I. W. Radding	Frank Littell, Sidney Solomon, asst. mgr.
Pan-Hellenic American Foreign Press Syndicate	1215-1217 Park Row Bldg., New York	Demetrius Tsecos	Demetrius Tsecos
Technical News Service	621 Albee Bldg., Washington, D. C.		Bertram F. Linz
Universal Trade Press Syndicate	724 Fifth av., New York.		Myron S. Blumenthal

MEMBERSHIP LIST—AMERICAN NEWSPAPER WOMEN'S CLUB

American Newspaper Women's Club of Washington, D. C.—Alice Eversman, president; Malvina Lindsay, first vice-president; Jackie Martin, second vice-president; Emma Perley Lincoln, corresponding secretary; Grace Hampton Fry, recording secretary; Margaret Germond, treasurer; Leila Bathon, historian.

Honorary President—Kate Scott Brooks.

Honorary Members

Mrs. Franklin Delano Roosevelt
Mrs. Calvin Coolidge
Mrs. Herbert Hoover.

Board of Governors

Gretchen Smith
Alice Hutchins Drake
Marie Spurgeon McNair

Committees

Membership, Virginia Price, chairman; Entertainment, Teresa Milton, chairman; House, Margaret Hart, chairman; Publicity, Elizabeth Ford; Library, Louise Hartley.

Non-Resident

Arndt, Jessie Ash (Miss), Christian Science Monitor; Coyne, Margaret (Miss), Tennessee Dailies; Curtis, Cornelia (Miss), Cleveland Plain Dealer; Geare, Mildred (Mrs.), Baltimore News-Post; Hudson, Georgia Knox (Mrs. D. H.), Nashville Tennessean; McGerr, Grace (Miss), Nebraska State Journal; Routt, Mary Patterson (Mrs. Orville L.), Pasadena Star News; Triplett, Lelia J. (Mrs. Roderick), Portsmouth, Va., Star.

Non-Active

Roberta Bradshaw (Miss), The Broadmoor; Buford, Mary (Mrs.), 1601 16th Street; Condon, Evelyn C. (Mrs. Arthur D.), London Town Terrace, Edgewater, Md.; Cook, Helen Fetter (Mrs. Theodore W.), Santa Fe, N. M.; Eberly, Lucie (Mrs. A. F., Jr.), The Broadmoor; Eustis, Grace Hendricks (Mrs.), 3122 P St.; Hummer, Gertrude (Mrs. A. W. Russett), 2421 M St.; Joslin, Mrs. Jack W., 2810 Wisconsin Ave.; Knox, Jane Ramey (Mrs. Wm. Hamilton), R.F.D. 1, Rockville, Md.; Magill, Francesca (Mrs. Bradford S.), 205 East 78th St., New York; Meyer, Mrs. Eugene, 1624 Crescent Place; Sauer, Marie (Lt. (j. g.) U.S.N.R.), Northampton, Mass.; Shepperson, Mrs. Charles M., 907 Prince St., Alexandria, Va.; Thuer, Mrs. Arthur, 3409 Newark St., Watts, Mrs. Claude S., 410 Clifton Terrace West; Wright, Mrs. Jerauld, 1717 20th St.

Active Members

Arthura Lillian B. (Mrs. Charles M.), Evening Star; Bathon, Leila Wilson (Mrs. Wingrove), Baltimore Sun; Army-Navy Journal; Bell, Carolyn, Washington Post; Brooks, Kate Scott (Mrs. Hobart), Vancouver Province, Vancouver, B. C.; Brooks, Katharine (Miss), Washington Star; Caswell, Betsy (Mrs. John, Jr.), Washington Star; de Sayn, Elena (Miss), Washington Star; Drake, Alice Hutchins (Miss), Haskin Syndicate; Essary, Helen (Mrs. J. Fred), Washington-Times Herald; Evans, Jessie Fant (Mrs. Joshua), Washington Star; Eversman, Alice (Miss), Washington Star; Ford, Elizabeth (Miss), Washington Times-Herald; Fry, Grace Hampton (Miss), Columbia, Tenn., Herald; Gasch, Marie Manning (Mrs. Herman E.), King Features; Germond, Margaret (Miss), Washington Star; Hart, Margaret (Miss), Washington Star; Hartley, Louise (Mrs. C. E. Fairman), Hot Springs, Ark., Sentinel-Record; Heald, Harriet Ventress (Mrs. Roy H.), Newspaper Information Service; Henney, Elizabeth C. (Mrs.), Washington Post; Holmes, Kathleen Sexton (Mrs. George S.), Jackson, Miss., Daily News; Hynes, Betty (Miss), Washington Times-Herald; Johnson, Margaret Bolton (Mrs. Thew D.), Columbia, S. C., Record; Jones, Mary MacCracken (Mrs. H. W.), Edgar News Service; Kappler, Suzanne (Miss), Washington Times-Herald; Kee, Elizabeth (Mrs. John), West Virginia Dailies; Kravadze, Helene, Washington Star; Lide, Frances (Miss), Washington Star; Lincoln, Emma Peeley (Miss.), Publicity; Lindsay, Malvina (Miss.), Washington Post, Martin, Jackie (Miss) (A.R.P.S.), Chicago Sun; Mechlin, Leila (Miss), Washington Star; Miller, Hope Ridings (Mrs. C. L.), Washington Post; Milliken, Robert Crawford (Mrs. W. A.), Washington Star; Milton, Teresa M. (Mrs. Alexander M.), Washington Times-Herald; McKiever, Katharine (Miss), N.C.W.C. News Service; McKnight, Blanche (Mrs. John A.), Washington Star; McNair, Marie Spurgeon (Mrs. Duncan Hasell), Washington Post; Patterson, Eleanor M. (Mrs.), Washington Times-Herald; Poe, Elizabeth Ellicott (Miss), Washington Times-Herald; Price, Virginia (Miss), Press Relations, W.P.A.; Reynolds, Genevieve (Miss), Washington Post; Richart, Julia Lee (Mrs.), Washington Star; Smith, Gretchen (Mrs.), Washington Star; Vogt, Helen L. (Miss), Washington Star; Vosbury, Margaret Connor (Mrs. Edward D.), Washington Post; Welsh, Estelle G. (Mrs.), St. Louis Post Dispatch; Wilson, Vylla Poe (Mrs.), Washington Times Herald; Youngman, Anna (Miss), Washington Post.

Associate

Bacon, Mrs. Robert Low, 1801 F St.; Bliss, Mrs. Robert Woods, 2700 Q St.; Bolton, Representative Frances P., 2301 Wyoming Ave.; Carr, Mrs. Wilbur J., 2300 Wyoming Ave.; Couzens, Mrs. James, Wabeck, Pontiac, Mich.; Davies, Mrs. Joseph E., 1801 Foxhall Rd.; Davis, Mrs. Dwight F., 2145 Decatur Place; Doak, Mrs. William Nuckles, Notre Nid, McLean, Va.; Gann, Mrs. Edward Everett, 3508 Macomb St.; Gerry, Mrs. Peter Goelet, 2300 S St.; Goodwin, Mrs. Clarence Norton, The Shoreham; Heath, Mrs. Perry S., 2100 S St.; Hert, Mrs. Alvin T., 1800 South Ocean Blvd., Palm Beach, Fla.; Hitchcock, Mrs. Gilbert M., 2125 Kalorama Rd.; Howe, Mary (Mrs. Walter Bruce), 1821 H St.; Hull, Mrs. Cordell, The Wardman Park Hotel; Hurja, Mrs. Emil, 2903 44th St.; Imbrie, Mrs. Robert Whitney, 1016 16th St.; Kauffman, Mrs. Rudolph Max, 1 West Melrose St., Chevy Chase, Md.; King, Mrs. Harry O., 132 E. 92nd St., New York City; Lea, Mrs. Charles M., Devon, Pa.; Longworth, Mrs. Nicholas, 2009 Massachusetts Ave.; Loose, Mrs. Jacob Leander, The Walnuts, Kansas City, Mo.; Lowrie, Mrs. Will L., Alexandria, Va.; Macondray, Mrs. Atherton; Meredith, Mrs. Edwin T., 2221 R St.; Mesta, Mrs. George, 241 Marlboro St., Boston, Mass.; Morganthau, Mrs. Henry, Jr., 2434 Belmont Rd.; McLean, Mrs. Edward Beale, Friendship, Washington, D. C.; McMillin, Mrs. Benton, 2400 16th St.; O'Laughlin, Mrs. John Callan, 2435 California St.; Pouch, Mrs. William H., Memorial Continental Hall; Rogers, Representative Edith Nourse, The Shoreham; Roper, Mrs. Daniel C., 2700 Tilden St.; Ross, Mrs. Nellie Tayloe, The Dresden; Sheldon, Mrs. Luther, Jr., 3203 Cleveland Ave.; Stimson, Mrs. Henry L. Woodley, 3000 Cathedral Ave.; Swanson, Mrs. Claude A., 2101 Connecticut Ave.; Vandenberg, Mrs. Arthur, Wardman Park Hotel; White, Mrs. Charles Stanley, 1420 16th St.; Whittall, Mrs. Matthew John, The Shoreham.

DAILY NEWSPAPER CORRESPONDENTS IN NEW YORK

Boston Herald—L. E. Fanning, Times Annex.

Buffalo Evening News—Ira S. French, Herald Tribune.

Chicago Tribune—Don Starr, Times Annex.

Chicago Journal of Commerce—Carl Pearson, 15 William St.

Cincinnati Enquirer—
Detroit News—L. L. Stevenson, 247 West 43rd St.

Milwaukee Journal—Paul McMahon, Times Annex.

Montreal Gazette and Toronto Globe and Mail—J. M. Fyfe, Times Annex.

Montreal La Presse—Paul Vanasse, 44 West 90th St.

Montreal Star—C. Langford-Baker, 220 East 42nd St.

New Orleans Times-Picayune — William O'Boyle, Daily News.

St. Louis Globe Democrat—J. R. Treverton, Times Annex.

St. Louis Post-Dispatch—Alvin H. Goldstein, 521 5th Ave., New York City.

MAT. CUT AND AD ART SERVICES

Bonnet-Brown, 155 East Superior Street, Chicago, Ill.

Chicago Tribune Newspaper Mat Service, Tribune Tower, Chicago, Ill.

Commercial Cut Company, 20 Vesey Street, New York.

Vincent Edwards & Company, 260 Tremont Street, Boston.

Metro Associated Services, Inc., 275 Seventh Avenue, New York.

Meyer-Both Company, 369 Lexington Avenue, New York.

Publishers Autocaster Service Company, 225 West 39th Street, New York.

Western Newspaper Union, 304 East 45th Street, New York.

U. S. NEWSPAPER RADIO AFFILIATIONS

(See page 171 for Key to Abbreviations)

ALABAMA

WHMA, Anniston, Harry M. Ayers, 250 watts, 1,450 kilocycles. Unlimited time. J. W. Buttram, mgr. UP) (TP). A-4.

WSGN, Birmingham, Birmingham News and Age-Herald, 1 kw night, 5 kw day, 610 kilocycles. Full time. Henry P. Johnston, gen. mgr. (AP). A-1.

WAGF, Dothan, Dothan Broadcasting Co., 250 watts, 1,400 kilocycles. Fred C. Moseley, com. mgr. (AP). B-2.

WSFA, Montgomery, Montgomery Broadcasting Co., Inc., 5 kw, 1,440 kilocycles. Unlimited time. Howard E. Pill, gen. mgr. (INS) (AP) (UP). B-2.

ARIZONA

KCRJ, Jerome, Central Arizona Broadcasting Co., 250 watts, 1,340 kilocycles. Howard Kuhn, mgr. A-4.

KTAR, Phoenix, KTAR Broadcasting Co., Arizona Pub. Co., stockholder, 5,000 watts, 620 kilocycles. Full time. Dick Lewis, gen. mgr. (UP) (INS). A-2.

KOY, Phoenix, Salt River Valley Broadcasting Company (Prairie Farmer Publishing Company), 1,000 watts, 550 kilocycles. Full time. Albert Johnson, bus. mgr. (TP) (AP).

KYCA, Prescott, Southwest Broadcasting Co., 250 watts, 1,490 kilocycles. Unlimited time. Harold F. Ritter, gen. mgr. B-2.

KVOA, Tucson, Arizona Broadcasting Co. (Arizona Pub. Co., stockholder), 1,000 watts, 1,290 kilocycles. Unlimited. R. B. Williams, gen. mgr. (UP). A-4.

KTUC, Tucson, Tucson Broadcasting Co., 250 watts, 1,400 kilocycles. Full time. Lee Little, mgr. (AP).

KYUM, Yuma, Yuma Broadcasting Co., 250 watts, 1,240 kilocycles. Unlimited time. Harper M. Phillips, gen. mgr. B-2.

ARKANSAS

KELD, El Dorado, Radio Enterprises, Inc., 250 watts, 1,400 kilocycles. Unlimited time. G. E. Zimmerman, gen. mgr. (INS) (TP).

KGHI, Little Rock, Gazette Pub. Co., stockholder in Arkansas Broadcasting Co., 250 watts, 1,230 kilocycles. Full time. K. F. Tracy, chief engineer. B-1.

KLRA, Little Rock, Gazette Pub. Co., stockholder in Arkansas Broadcasting Co., C. P. 10 kw-ls; 1,010 kc. Full time, S. C. Vinsonhaler, gen. mgr. (UP). B-1.

KARK, Little Rock, Arkansas Radio & Equipment Co., 5,000 watts, 920 kilocycles. Full time. (AP) (INS). G. E. Zimmerman, gen. mgr.

CALIFORNIA

KERN, Bakersfield, The McClatchy Broadcasting Company, 1,000 watts, 1,410 kilocycles. Full time. Deane Banta, mgr. (INS). A-2.

KHSL, Chico, Golden Empire Broadcasting Co., C. P. 1 kw; 1,290 kilocycles. Unlimited time. M. F. Woodling, mgr. (UP).

KIEM, Eureka, Redwood Broadcasting Co., Inc., 1,000 watts, 1,480 kilocycles. Full time. William B. Smullin, pres. (UP) (INS). B-1.

KMJ, Fresno, The McClatchy Broadcasting Company, 5,000 watts, 580 kilocycles. Full time. Keith Collins, mgr. (UP). A-2.

KMYC, Marysville, Marysville-Yuba City Broadcasters, Inc., 250 watts, 1,450 kilocycles. Full time. Joe D. Carroll, sta. mgr. A-4.

KYOS, Merced, Merced Broadcasting Company, 250 watts, 1,490 kilocycles. Unlimited operation. Mel Marshall, mgr. (UP).

KDON, Monterey, Monterey Peninsula Broadcasting Company (Monterey Peninsula Herald), 250 watts, 1,240 kilocycles. Full time. Howard V. Walters, gen. mgr. (UP). A-3.

KLX, Oakland, Tribune Bldg. Co., 1,000 watts, 910 kilocycles. Unlimited time. Adriel Fried, gen. mgr. (AP). A-4.

KVCV, Redding, Golden Empire Broadcasting Co. (Reading Searchlight), 250 watts, 1,230 kilocycles. Unlimited time, Hugh McClung, gen. mgr. (UP).

KFBK, Sacramento, The McClatchy Broadcasting Company, 10,000 watts, 1,530 kilocycles. Full time. Leo O. Ricketts, mgr. (UP). A-2.

KYA, San Francisco, Palo Alto Radio Station, Inc., 5,000 watts, day; 1,000 watts, night, 1,260 kilocycles. Full time. Wilfrid L. Davis, mgr. (INS) (AP). A-2.

KTMS, Santa Barbara, News-Press, 1,000 watts, 1,250 kilocycles. Full time. Louis F. Kroeck, mgr. (AP) (INS). A-1.

KSRO, Santa Rosa, E. L. Finley (Press-Democrat Publishing Company), 1 kw, 1,350 kilocycles. Full time. Wilt Gunzendorfer, mgr. (AP) (UP) (INS). A-4.

KWG, Stockton, McClatchy Broadcasting Company, 100 watts, 1,230 kilocycles. Full time. George Ross, mgr. (UP). A-2.

KHUB, Watsonville, John P. Scripps, 250 watts, 1,340 kilocycles. Full time. Eddie Calder, sta. mgr. A-4.

KTKC, Visalia, Tulare-Kings Counties Radio Associates (Visalia Times-Delta), 5 kw, 940 kc. Unlimited time. Charles A. Whitmore, gen. mgr.; pres. (AP). A-3.

COLORADO

KVOR, Colorado Springs, Out West Broadcasting Company (Oklahoma Publishing Co.), 1,000 watts, 1,300 kilocycles. Full time. Dudley Tichenor, sta. mgr. (AP). A-3.

KLZ, Denver, KLZ Broadcasting Company, Inc. (Daily Oklahoman of Oklahoma City), 5,000 watts, 560 kilocycles. Full time, Hugh B. Terry, mgr. (INS). A-4.

KFKA, Greeley, Mid-Western Radio Corp., 1,000 watts, 910 kilocycles. Part time. Francis Price, sta. mgr. (UP).

CONNECTICUT

WTHT, Hartford, The Hartford Times, 250 watts, 1,230 kilocycles. Full time. C. Glover DeLaney, mgr. (AP). A-1.

WBRY, Waterbury, American-Republican, Incorporated, 1,000 watts, 1,590 kilocycles. Full time. Erwin J. Frey, mgr. (AP) (TP). A-1.

DELAWARE

WDEL, Wilmington, WDEL, Incorporated, C.P. 5 kw., 1,150 kilocycles. Full time. J. Gorman Walsh, sta. mgr. (TP) (UP). A-4.

WILM, Wilmington, Delaware Broadcasting Company, 250 watts, 1,450 kilocycles. Unlimited time. J. Gorman Walsh, sta. mgr. (TP) (UP). A-4.

DISTRICT OF COLUMBIA

WMAL, Washington, D. C., The Eve. Star Broadcasting Co., 5,000 watts; 630 kilocycles. Full time. (Owned by Evening Star) K. H. Berkeley, mgr. (INS) (UP) (AP).

FLORIDA

WJHP, Jacksonville, The Metropolis Company (Jacksonville Journal), 250 watts, 1,320 kilocycles. Full time. H. G. Wells, Jr., gen. mgr. (UP) (AP). A-1.

WIOD, Miami, Isle of Dreams Broadcasting Corporation (Miami News), 5,000 watts, 610 kilocycles. Full time. A. H. Robb, gen. mgr. (AP) (UP) (INS). A-2.

WKAT, Miami Beach, A. Frank Katzentine, 1,000 watts, 1,360 kilocycles. Unlimited time. John C. McCloy, gen. mgr. (UP).

WTMC, Ocala, Ocala Broadcasting Co., 100 watts, 1,490 kilocycles. Unlimited time. T. S. Gilchrist, Jr., mgr. (UP). B-1.

WDLP, Panama City, Panama City Broadcasting Co., Inc., 250 watts, day; 100 watts, night; 1,230 kilocycles. Virgil G. Evans, gen. mgr. (UP). B-1.

WTSP, St. Petersburg, Pinellas Broadcasting Co., 500 w.n., 1 kw-LS, unlimited; 1,380 kilocycles. Lex L. D. Herron, gen. mgr. (UP) (INS). A-3.

WCOA, Pensacola, Pensacola Broadcasting Company, 1,000 watts, day; 500 watts, night; 1,370 kilocycles. Unlimited time. I. F. Welch, mgr. (UP) (AP). A-2.

WTAL, Tallahassee, Florida Capitol Broadcasters, Incorporated, 250 watts, day; 100 watts, night; 1,340 kilocycles. Full time. William Wyatt, gen. mgr. (TP) (UP).

WDAE, Tampa, Tampa Times Company, 5,000 watts, 1,250 kilocycles. Full time. L. S. Mitchell, gen. mgr. (TP) (AP). A-1.

WFLA, Tampa, Tampa Tribune, 5,000 watts, day; 1,000 watts, night; 970 kilocycles. Unlimited time. W. Walter Tison, gen. mgr. (UP). A-1.

GEORGIA

WALB, Albany, The Herald Pub. Co., 1,000 watts, 1,590 kilocycles. Full time. Roger Van Duzer, gen. mgr. (AP).

WGAU, Athens, J. K. Patrick & Co. (Banner-Herald), 250 watts, 1,340 kilocycles. Melvin C. Gorman, sta. mgr. (AP) (UP). B-2.

WSB, Atlanta, Atlanta Journal, 50,000 watts, 750 kilocycles. Full time. J. Leonard Reinsch, gen. mgr. (AP) (UP). A-1.

WGAC, Augusta, Twin States Broadcasting Co., 250 watts, 1,240 kilocycles. Full time. J. B. Fuqua, sta. mgr. A-4.

WMJM, Cordele, Dispatch Pub. Co., Inc., 100 watts, night; 250 watts, day; 1,490 kilocycles. Full time. J. J. Mangham, Jr., bus. mgr. A-1.

WGGA, Gainesville, Blue Ridge Broadcasting Co., 250 watts, 1,240 kilocycles. Full time. L. H. Christian, mgr. (AP).

WLAG, LaGrange, LaGrange Broadcasting Co., 250 watts, 1,240 kilocycles. Unlimited time. Edwin Mullinax, gen. mgr. (UP). B-2.

WAYX, Waycross, Jack Williams (Waycross Journal-Herald), 250 watts, 1,230 kilocycles. Unlimited time. John J. Tobola, mgr. (UP). A-2.

HAWAII

KGU, Honolulu Advertiser Publishing Co., Ltd., 2,500 watts, 760 kilocycles. Limited time. M. A. Mulrony, gen. mgr. (TP).

ILLINOIS

WDWS, Champaign, News-Gazette, 250 watts, 1,400 kilocycles. Unlimited time. Marajen Stevick Dyess, sta. mgr. (UP). A-1.

WAAF, Chicago, Chicago Drovers Journal Pub. Co., 1,000 watts, 950 kilocycles. Daytime operation. William E. Hutchinson, gen. mgr. (UP).

WGN, Chicago, WGN, Inc. (Chicago Tribune), 50,000 watts, 720 kilocycles. Full time. Frank P. Schreiber, gen. mgr. (AP) (UP). A-2.

WLS, Chicago, Agricultural Broadcasting Co. (Prairie Farmer), 50,000 watts, 890 kilocycles. Divides time with WENR. Glenn Snyder, mgr. (TP) (UP) (AP).

WDAN, Danville, Northwestern Publishing Company, 250 watts, 1,490 kilocycles. Unlimited time. E. C. Hewes, gen. mgr. (UP). A-1.

WSOY, Decatur, Commodore Broadcasting, Inc. (Decatur Newspapers, Inc.), 250 watts, 1,340 kilocycles. Merrill Lindsay, gen. mgr. (AP). A-2.

WGIL, Galesburg, Galesburg Broadcasting Co., 250 watts, 1,400 kilocycles. Unlimited time. Rollin B. Laughner, Jr., gen. mgr. (UP). A-4.

WROK, Rockford, Rockford Broadcasters, Incorporated, 1,000 watts, day; 500 watts, night; 1,440 kilocycles. Full time. Walter M. Koessler, gen. mgr. (UP). A-2.

WHBF, Rock Island, The Rock Island Broadcasting Company (Rock Island Argus), 5 kw, 1,270 kilocycles. Full time. Leslie C. Johnson, gen. mgr. (UP). A-3.

WCBS, Springfield, WCBS, Inc. (Illinois State Journal), 250 watts, 1,450 kilocycles. Full time. Jack Heintz, mgr. (AP). B-2.

INDIANA

WTRC, Elkhart, Truth Publishing Company, Incorporated, 250 watts; 1,340 kilocycles. Unlimited time. R. R. Baker, gen. mgr. (AP). A-1.

The Voice of the Printing Press

Printing is the symbol of freedom, the director of modern progress, the tongue of civilization, the distributor of truth and learning. It is a permanent record that substantiates right—and discredits wrong. It supports good thinking; it shames evil.

Printing anticipates the future, voices the present, and records the past. It works for rich and poor, high and low—to entertain, to instruct, to give courage. It is a salesman, a financier, a preacher, a teacher; it is a soldier, an army in itself.

On home fronts and fighting fronts—in War and in Peace—Printing . . . now, as throughout its history . . . continues its tradition of building men's minds and maintaining their morale.

SAM'L BINGHAM'S SON MFG. CO.

Roller makers since 1847

Manufacturers of Printers' and Litho-Offset Rollers

CHICAGO

Atlanta, Cleveland, Dallas, Des Moines, Detroit, Houston, Indianapolis, Kalamazoo, Kansas City, Minneapolis, Nashville, Oklahoma City, Pittsburgh, St. Louis, Springfield, O.

U. S. NEWSPAPER RADIO AFFILIATIONS

(Continued from page 147)

WIRE, Indianapolis, Indianapolis Broadcasting, Incorporated (Pulliam Group), 5,000 watts, 1,430 kilocycles. Full time. Eugene C. Pulliam, gen. mgr. (AP) (UP). A-4.

WFBM, Indianapolis, WFBM, Inc., 5 kw, 1,260 kilocycles. Full time. Harry M. Bitner, Jr., gen. mgr. (AP) (INS). A-4.

WSBT, South Bend, South Bend Tribune, 1,000 watts, 960 kilocycles. Unlimited. F. D. Schurz, mgr. dir. (UP). A-1.

WAOV, Vincennes, Vincennes Newspapers, Inc., 250 watts, 1,450 kilocycles. Full time. Howard N. Greenlee, gen. mgr. (AP) (UP). A-1.

IOWA

WMT, Cedar Rapids, Iowa Broadcasting, Inc., 5 kw, 600 kilocycles. Full time. Sumner D. Quarton, gen. mgr. (AP) (UP). A-2.

KRNT, Des Moines, Iowa, Broadcasting Company (Des Moines Register and Tribune), 5,000 watts, 1,350 kilocycles. Full time. Craig Lawrence, mgr. (AP) (UP). A-2.

KSO, Des Moines, Iowa Broadcasting Company (Des Moines Register and Tribune), 5,000 watts, 1,460 kilocycles. Full time. Craig Lawrence, mgr. (AP) (UP). A-2.

WHO, Des Moines, Central Broadcasting Co., 50,000 watts, 1,040 kilocycles. Full time. J. O. Maland, mgr. (UP) (INS).

KDTH, Dubuque, Telegraph-Herald, 1,000 watts, 1,370 kilocycles. Full time. K. S. Gordon, gen. mgr. (AP). A-1.

KGLO, Mason City, Mason City Globe-Gazette, 5 kw, 1,300 kilocycles. Unlimited time. F. C. Eighmey, mgr. (AP) (UP). A-1.

KFNF, Shenandoah, KFNF, Inc., 1,000 watts, day; 500 watts, night; 920 kilocycles. Divides time with KUSD ½ time. John Nicolson, mgr. (INS). B-2.

KSCJ, Sioux City, Perkins Bros. Company, 5 kw, 1,360 kilocycles. Full time. Eugene T. Flaherty, mgr. A-1.

KTRI, Sioux City, Sioux City Broadcasting Co. (Sioux City Tribune), 250 watts, 1,450 kilocycles. Unlimited time. Dietrich Dirks, gen. mgr. (UP). B-1.

KANSAS

KGGF, Coffeyville, Hugh J. Powell (Coffeyville Journal), 1,000 watts night, 500 watts day; 690 kilocycles. (AP). A-1.

KGNO, Dodge City, Dodge City Broadcasting Company, 1,000 watts, day; 250 watts, night; 1,370 kilocycles. Full time. N. C. Petersen, mgr. (AP). A-4.

KCKN, Kansas City, KCKN Broadcasting Co., 250 watts, 1,340 kilocycles. Full time. Ellis Attebery, gen. mgr. (UP). A-2.

KSAL, Salina, KSAL, Inc. (Salina Journal), 1,000 watts, 1,150 kilocycles. Full time. Owen H. Balch, mgr. (AP). A-3.

WIBW, Topeka, Capper Publications, Inc., 5,000 watts, 580 kilocycles. Divides time with Station KSAC. Ben Ludy, gen. mgr. (AP) (UP). A-2.

KFH, Wichita, Radio Station KFH Co., Inc. (Wichita Eagle Broadcasting Service), 5,000 watts, 1,330 kilocycles. Unlimited time. M. M. Murdock, gen. mgr. (AP). A-3.

KENTUCKY

WGMI, Ashland, Ashland Broadcasting Company (Ashland Publishing Co.), 250 watts, 1,340 kilocycl. Full time. Warren G. Davis, gen. mgr. (UP). B-1.

WLAP, Lexington, American Broadcasting Corp. of Kentucky (Lexington Herald), 250 watts, 1,450 kilocycles. Unlimited time. Gilmore N. Nunn, gen. mgr. (UP).

WHAS, Louisville, Louisville Courier-Journal & Times Co., 50,000 watts, 840 kilocycles. Full time. W. L. Coulson, exec. mgr. (AP) (UP). A-1.

WOMI, Owensboro, Owensboro Broadcasting Co., 250 watts, 1,490 kilocycles. Unlimited time. Hugh O. Potter, mgr. (Owensboro Messenger & Inquirer). A-4.

LOUISIANA

WJBO, Baton Rouge, Baton Rouge Broadcasting Company, Inc., 5 kw, 1,150 kilocycles. Unlimited time. J. R. Dabadie, gen. mgr. (UP). A-4.

KVOL, Lafayette, Evangeline Broadcasting Co., Inc., 250 watts, 1,340 kilocycles. (UP) B-1.

KPLC, Lake Charles, Calcasieu Broadcasting Co., 250 watts, 1,490 kilocycles. Full time. (UP).

KTBS, Shreveport, Tri-State Broadcasting System (Shreveport Times), 1,000 watts, 1,480 kilocycles. Full time. John C. McCormack, gen. mgr. (AP) (UP). A-1.

KWKH, Shreveport, International Broadcasting Company (Shreveport Times), 50,000 watts, 1,130 kilocycles. John C. McCormack, gen. mgr. (AP) (UP). A-2.

MAINE

WCOU, Lewiston, Twin City Broadcasting Co., Inc., 250 watts, 1,240 kilocycles. John C. Libby, mgr. (UP). B-2.

WGAN, Portland, Portland Broadcasting System, Inc. (Portland Express & Press-Herald), 5,000 watts, 560 kilocycles. Full time. Creighton E. Gatchell, gen. mgr. (UP). A-2.

MARYLAND

WBAL, Baltimore, Hearst Radio Inc., 50,000 watts, 1,090 kilocycles. Full time. H. C. Burke, gen. mgr. (INS) (UP). A-4.

MASSACHUSETTS

WHYN, Holyoke, Hampden - Hampshire Corp., 250 watts, 1,400 kilocycles. Unlimited time. Patrick J. Montague, gen. mgr. (UP). A-4.

WLAW, Lawrence, Hildreth & Rogers Co. (Lawrence Eagle-Tribune), 5,000 watts, 680 kilocycles. Full time. Irving E. Rogers, gen. mgr. (TP) (UP). A-1.

WNBH, New Bedford, E. Anthony & Sons, Inc., 1340 kc, 250 w. Hugh R. Norman, gen. mgr. A-1.

WTAG, Worcester, Worcester Telegram Publishing Company, Inc., 5 kw, 580 kilocycles. Full time. Edward E. Hill, dir. (AP). A-1.

MICHIGAN

WELL, Battle Creek, Federated Publication, Inc., 250 watts, 1,400 kilocycles. Full time. D. E. Jayne, gen. mgr. (AP). A-1.

WHDF, Calumet, Upper Michigan Broadcasting Co. (Calumet News-Journal), 250 watts, 1,400 kilocycles. Full time. John W. Rice, gen. mgr. (AP). B-2.

WWJ, Detroit, Evening News Association, 5,000 watts, 950 kilocycles. Full time. Harry Bannister, gen. mgr. (UP). A-1.

WJLB, Detroit, John L. Booth Broadcasting, 250 watts, 1,400 kilocycles. Full time. John Lord Booth, gen. mgr. (AP). A-4.

WDBC, Escanaba, Delta Broadcasting Co., 250 watts, 1,490 kilocycles. Full time. Gordon H. Brozek, sta. mgr. (UP).

WDMJ, Marquette, Lake Superior Broadcasting Company, Inc. (Mining Journal), 250 watts, 1,340 kilocycles. Full time. Gordon H. Brozek, mgr. (TP). A-2.

WCAR, Pontiac, Pontiac Broadcasting Co., 1,000 watts, 1,130 kilocycles. Daytime operation. H. Y. Levinson, gen. mgr. (INS).

WSOO, Sault Ste. Marie, Hiawathaland Broadcasting Co., 250 watts, day; 100 wats, night; 1,230 kilocycles. Full time. Stanley R. Pratt, gen. mgr. (AP). B-2.

MINNESOTA

KATE, Albert Lea, Albert Lea-Austin Broadcasting Co., Inc., 250 watts, 1,450 kilocycles. Full time. Edgar L. Hayek, mgr. (UP).

WEBC, Duluth, Head of the Lakes Broadcasting Company, Inc., 5 kw, 1,320 kilocycles. Full time. Walter C. Bridges, gen. mgr. (AP) (UP). A-3.

WMFG, Hibbing, Head of the Lakes Broadcasting Company, Inc., 250 watts, 1,240 kilocycles. Unlimited time. H. S. Hyett, mgr. (UP). A-3.

WTCN, Minneapolis, Minneapolis Broadcasting Corp., 5,000 watts, day; 1,000 watts, night; 1,280 kilocycles. C. T. Hagman, gen. mgr. A-2.

KFAM, St. Cloud, Times Publishing Co., 250 watts, 1,450 kilocycles. Unlimited time. Fred Schilplin, gen. mgr. (UP). A-1.

WHLB, Virginia, Head of the Lakes Broadcasting Co. (Telegram), 250 watts, 1,400 kilocycles. Unlimited time. Greg Rouleau, mgr. (UP). A-3.

KWNO, Winona, Winona Radio Service (Winona Republican-Herald), 250 watts, 1,230 kilocycles. Unlimited time. L. L. McCurnin, gen. mgr. (UP). A-4.

MISSISSIPPI

WCBI, Columbus, Birney Imes, 250 watts, 1,400 kilocycles. Full time. Bob McRaney, gen. mgr. (AP). A-1.

WSLI, Jackson, Standard Life Broadcasting Co., 250 watts, 1,450 kilocycles. Unlimited time. L. M. Sepaugh, gen. mgr.

WCOC, Meridian, Mississippi Broadcasting Co., 1,000 watts, 910 kilocycles. Full time. D. W. Gavin, mgr. (UP). A-4.

WQBC, Vicksburg, Delta Broadcasting Company, Inc., 1,000 watts, 1,390 kilocycles. Daytime operation. L. P. Cashman, pres. (AP). B-2.

MISSOURI

KFRU, Columbia, KFRU, Inc., 250 watts, 1,400 kilocycles. C. L. Thomas, gen. mgr. (UP) (INS). A-2.

KHMO, Hannibal, Courier-Post Publishing Co., 250 watts, 1,340 kilocycles. Full time. E. L. Sparks, mgr. (AP).

KWOS, Jefferson City, Tribune Prtg. Co., 250 watts, 1,240 kilocycles. Unlimited time. R. L. Rose, bus. mgr. (AP) (UP). A-1.

WMBH, Joplin, Joplin Broadcasting Co. (Joplin Globe), 250 watts, 1,450 kilocycles. Full time. D. J. Poynor, mgr. (UP) (INS). A-2.

WDAF, Kansas City, Kansas City Star Company, 5,000 watts, 610 kilocycles. H. Dean Fitzer, dir. (AP). A-1.

KCMO, Kansas City, KCMO Broadcasting Co., 5,000 watts, day; 1,000 watts, night; 1,480 kilocycles. Unlimited time. Jack Stewart, gen. mgr. (AP). B-2.

KWOC, Poplar Bluff, A. L. McCarthy, O. A. Tedrick & J. H. Wolpers (Poplar Bluff American Republic), 250 watts, 1,340 kilocycles. P. H. Cunningham, gen. mgr. (AP). B-2.

KFEQ, St. Joseph, KFEQ, Inc. (St. Joseph News-Press), C.J. 5 kw, 680 kilocycles. Full time. Barton Pitts, pres. (UP). A-4.

KSD, St. Louis, St. Louis Post-Dispatch, 5,000 watts, day; 1,000 watts, night; 550 kilocycles. Full time. Geo. M. Burbach, gen. mgr. (AP). A-1.

KXOK, St. Louis, St. Louis Star-Times Publishing Co., 5,000 watts, 630 kilocycles. Full time. John C. Roberts, gen. mgr. (INS) (UP). A-1.

KGBX, Springfield, Springfield Broadcasting Co. (Springfield News), 5,000 watts, 1,260 kilocycles. Full time. R. D. Foster, gen. mgr. (UP). B-1.

KWTO, Springfield, Ozarks Broadcasting Co. (Springfield News Leader & News), 1 kw, 5 a.m. to 6 a.m., 5 kw day, 560 kilocycles. Day, 5 a.m. to LS. (CP unlimited time). R. D. Foster, gen. mgr. (UP). B-1.

MONTANA

KFBB, Great Falls, Buttrey Broadcasting, Inc. (Tribune), 5,000 watts, 1,310 kilocycles. Full time. J. P. Wilkins, gen. mgr. (UP).

KRJF, Miles City, Star Printing Co., 250 watts, 1,340 kilocycles. Full time. W. F. Flinn, gen. mgr. (AP).

NEBRASKA

KMMJ, Grand Island, KMMJ, Inc. (Clay County Sun), 1,000 watts, 750 kilocycles. Don Searle, gen. mgr. Ltd.-WSB. (UP).

KHAS, Hastings, Nebraska Broadcasting Co. (Daily Tribune), 250 watts, 1,230 kilocycles. Full time. Duane L. Watts, mgr. (AP). A-4.

KFAB, Lincoln, KFAB Broadcasting Co., 10,000 watts, 780 kilocycles. Part time. Don Searle, gen. mgr. (Lincoln State Journal & Star). (AP) (INS). B-1.

KFOR, Lincoln, Cornbelt Broadcasting Corp., 250 watts, 1,240 kilocycles. Full time. Don Searle, gen. mgr. (Lincoln State Journal & Star). (AP) (INS). B-1.

WJAG, Norfolk, Norfolk Daily News, 1,000 watts, 1,090 kilocycles. Daytime operation. Arthur C. Thomas, station mgr. A-1.

KOIL, Omaha, Central States Broadcasting Co., 5 kw, 1,290 kilocycles. Full time. Don Searle, gen. mgr. (Lincoln State Journal & Star). (AP) (INS). B-1.

KOWH, Omaha, World Herald, 500 watts, 660 kilocycles. Daytime. Frank E. Shopen, mgr. (UP). A-1.

NEVADA

KOH, Reno, The Bee, Inc., 1,000 watts, 630 kilocycles. Full time. Hewitt Rees, mgr. (UP). A-2.

NEW HAMPSHIRE

WMUR, Manchester, The Radio Voice of New Hampshire, 5,000 watts, day; 1,000 watts, night; 610 kilocycles. Full time. Leslie F. Smith, sta. mgr. (AP).

NEW JERSEY

WBAB, Atlantic City, Press-Union Pub Co., 250 watts, 1,490 kilocycles. Full time. (AP). A-1.

NEW MEXICO

KOB, Albuquerque, Albuquerque Broadcasting Co. (Albuquerque Publishing Co.), 50,000 watts, day; 25,000 watts, night; 770 kilocycles. Unlimited time. Frank Quinn, mgr. (INS) (TP) (AP). A-4.

KAVE, Carlsbad, Jack W. Hawkins & Barney H. Hubbs, 250 watts, 1,240 kilocycles. Full time. Jack Hawkins, sta. mgr. (UP). A-4.

NEW YORK

WABY, Albany, Adirondack Broadcasting Company, Inc., 250 watts, 1,400 kilocycles. Full time. Harold E. Smith, gen. mgr. (TP) B-1.

WOKO, Albany, WOKO, Inc., 1,000 watts, day; 500 watts, night; 1,460 kilocycles. Harold E. Smith, gen. mgr. (TP). B-1.

WMBO, Auburn, Auburn Publishing Company, 250 watts, 1,340 kilocycles. Unlimited time. Frederick L. Keesee, gen. mgr. (AP). A-2.

WBEN, Buffalo, WBEN, Inc. (The Buffalo Evening News), 5 kw, 930 kilocycles. Full time. Edgar H. Twamley, sta. dir. (AP) (UP). A-4.

WEBR, Buffalo, WEBR, Inc. (The Buffalo Evening News), 250 watts, 1,340 kilocycles. Full time. C. Robert Thompson, sta. dir. (UP). A-4.

WENY, Elmira Star Gazette, Inc., 250 watts, 1,230 kilocycles. Full time. D. L. Taylor, mgr. (UP). A-1.

WJTN, Jamestown, James Broadcasting Co., Inc., 250 watts, 1,240 kilocycles. Full time. Simon Goldman, mgr. (UP).

WGNY, Newburgh, WGNY Broadcasting Co., 1 kw, 1,220 kilocycles. Day time. Harold W. Cassill, mgr. (UP). A-4.

WEVD, New York City, Debs Memorial Radio Fund, Inc. (Jewish Daily Forward), 5,000 watts, 1,330 kilocycles. Divides time with Stations WBBR and WHAZ. Henry Greenfield, man. dir. (AP).

WINS, New York City, Hearst Radio, Incorporated, 1,000 watts, 1,000 kilocycles. Daytime operation. Cecil H. Hackett, man. dir. (INS). A-2. (C.P. 50 kw-U.)

WOV, New York City, Wodaam Corp., 5 kw, 1,290 kilocycles. Ralph N. Weil, gen. mgr. Shares WHBI. (AP).

WHLD, Niagara Falls, Gazette Pub. Co., 1,000 watts, 1,290 kilocycles. Days. Earl C. Hull, sta. mgr. (UP). A-1.

WSLB, Ogdensburg, St. Lawrence Broadcasting Corp., 250 watts, 1,400 kilocycles. Full time. Harold J. Frank, sta. mgr. (UP). A-1.

WHDL, Olean, WHDL, Inc. (Olean Times-Herald), 250 watts, 1,450 kilocycles. Full time. Thomas L. Brown, sta. mgr. A-2.

WKIP, Poughkeepsie, Poughkeepsie Broadcasting Corp., 250 watts, 1,450 kilocycles. Full time. Richard E. Coon, gen. mgr. (AP). A-3.

WHEC, Rochester, WHEC, Incorporated, 1,000 watts, day; 500 watts, night; 1,460 kilocycles. Unlimited time. G. O. Wilg, gen. mgr. (AP) (INS). A-2.

WWNY, Watertown, The Brockway Co., Watertown Daily Times, 1 kw, 790 kc. Full time. Thomas E. Martin, sta. mgr. (UP). A-1.

WFAS, White Plains, Westchester Broadcasting Corp., 250 watts, 1,240 kilocycles. Divides time with WGBB and WBRB. J. Noel Macy, pres. (AP). A-4.

NORTH CAROLINA

WWNC, Asheville, Asheville Citizen-Times Company, C.P. 5 kw, 570 kilocycles. Full time. Don S. Elias, exec. dir. (UP). A-1.

WDNC, Durham, Durham Radio Corp., (Herald), 250 watts, 1,490 kilocycles. Full time, J. F. Jarman, Jr., mgr. (UP). A-2.

WGBR, Goldsboro, Eastern Carolina Broadcasting Co. (Goldsboro Pub. Co.), 250 watts, 1,400 kilocycles. Unlimited time. Harry G. Bright, gen. mgr. (UP).

WHKY, Hickory, Catawba Valley Broadcasting Co., Inc., C.P. 1 kw., 5 kwLS; 1,290 kilocycles. Full time. W. T. Rix, com. mgr. (UP). B-2.

WSTP, Salisbury, Piedmont Broadcasting Corp. (Salisbury Post), 250 watts, 1,490 kilocycles. Unlimited time. F. F. Patterson, mgr. (AP) (TP). B-2.

WSJS, Winston-Salem, Piedmont Publishing Company, C.P. 5 kw, 600 kilocycles. Norris L. O'Neill, mgr. (UP). A-1.

NORTH DAKOTA

WDAY, Fargo, WDAY, Inc., Fargo Forum, 5,000 watts, 970 kilocycles. Full time. E. C. Reineke, gen. mgr. (AP) (UP) (TP). B-2.

OHIO

WICA, Ashtabula, WICA, Inc., 1,000 watts, 970 kilocycles. R. B. Rowley, mgr. (Ashtabula Star-Beacon). (UP). A-4.

WHBC, Canton, Ohio Broadcasting Co., 250 watts, 1,230 kilocycles. Full time. Felix Hinkle, gen. mgr. (Brush-Moore Newspapers, Inc.) (AP) (UP). A-2.

WCPO, Cincinnati, Scripps-Howard Radio, Inc., 250 watts, 1,230 kilocycles. Full time. M. C. Watters, gen. mgr. (UP). A-4.

WKRC, Cincinnati, Times-Star Co., 1,000 watts, night; 5,000 watts, day; 550 kilocycles. Full time. Ken Church, gen. mgr. (AP). A-1.

WLW, Cincinnati, The Crosley Corp., 50,000 watts, 700 kilocycles. Full time. James D. Shouse, gen. mgr. (AP) (INS) (UP).

WSAI, Cincinnati, Crosley Corp., 100-watt amplifier, 5kw, 1,360 kilocycles. Full time. Walter Callahan, gen. mgr. (AP) (INS) (UP).

WCLE, Cleveland, United Broadcasting Corporation, 500 watts, 610 kilocycles. H. K. Carpenter, gen. mgr. (AP). A-2.

WHK, Cleveland, United Broadcasting Co., 5,000 watts, 1,420 kilocycles. H. K. Carpenter, gen. mgr. (AP). A-2.

WHKC, Columbus, United Broadcasting Co. (Cleveland Plain Dealer), 500 watts, 640 kilocycles. Limited time. C. M. Everson, gen. mgr. (UP). A-2.

WBNS, Columbus, WBNS, Incorporated, 5,000 watts, day; 1,000 watts, night; 1,460 kilocycles. Edgar T. Wolfe, gen. mgr. (AP). A-4.

WING, Dayton, Great Trails Broadcasting Corp., 5,000 watts, 1,410 kilocycles. Unlimited time. Ronald B. Woodyard, gen. mgr. (AP). A-4.

WHIO, Dayton, Miami Valley Broadcasting Corporation, 5 kw, 1,290 kilocycles. James M. Le Gate, gen. mgr. (UP). A-3.

WPAY, Portsmouth, The Scioto Broadcasting Co., 250 watts, 1,400 kilocycles. Full time. Ralph H. Patt, Jr., sta. mgr. (UP). A-2.

WIZE, Springfield, Radio Voice of Springfield, Inc., 250 watts, 1,340 kilocycles. Full time. Reggie Martin, sta. mgr. (UP). A-4.

WFMJ, Youngstown, WFMJ Broadcasting Co. (Youngstown Vindicator), 250 watts, 1,450 kilocycles. Full time. William F. Maag, Jr., gen. mgr. (AP) (UP). A-4.

WKBN, Youngstown, WKBN Broadcasting Corp. (controlled by the Plain Dealer), 5,000 watts, day; 500 watts, night (C.P. 5,000 watts); 570 kilocycles. Full time. W. P. Williamson, Jr., gen. mgr. (TP) (UP). B-1.

OKLAHOMA

KVSO, Ardmore, Ardmoreite Publishing Company, 250 watts, day; 100 watts, night; 1,240 kilocycles. Full time. Albert Riesen, mgr. (AP) (UP). A-1.

KCRC, Enid, Enid Radiophone Co., C.P. 1 kw., 1,390 kilocycles. Full time. Milton B. Garber, mgr. (AP). A-4.

KBIX, Muskogee (Daily Phoenix and Times-Democrat), Oklahoma Press Publishing Co., 250 watts, 1,490 kilocycles. Jimmie Barry, mgr. Full time. (AP). A-1.

KTOK, Oklahoma City, Oklahoma Broadcasting Co. (Fort Worth Star-Telegram), 250 watts, 1,400 kilocycles. Full time. Robert D. Enoch, gen. mgr. (AP). A-4.

WKY, Oklahoma City, Oklahoma Publishing Company, 5,000 watts, day; 1,000 watts, night, 930 kilocycles. C.P. 5 kw. Gayle Y. Grubb, sta. mgr. (AP). A-2.

KGFF, Shawnee, KGFF Broadcasting Company, Incorporated, 250 watts, 1,450 kilocycles. Full time. Maxine Eddy, gen. mgr. (AP). A-2.

KOME, Tulsa, Oil Capital Sales Corp., 250 watts, 1,340 kilocycles. Full time. H. E. Grimes, gen. mgr. (AP) (TP).

OREGON

KWIL, Albany, Central Williamette Broadcasting Co., 250 watts, 1,240 kilocycles. Full time. C. B. Wheeler, sta. mgr. (UP). A-4.

KAST, Astoria, Astoria Broadcasting Co. (Astoria Budget), 250 watts, 1,230 kilocycles. Full time. Jas. C. Wallace, mgr. (UP). A-4.

KBND, Bend, Bulletin, 250 watts, 1,340 kilocycles. Full time. Frank H. Logan, sta. mgr. (UP). A-1.

KUIN, Grants Pass, Southern Oregon Broadcasting Co. (affiliated with Redwood Broadcasting System & Grants Pass Courier), 250 watts, 1,340 kilocycles. Full time. Ralph E. Smith, mgr. (AP).

KLBM, La Grande, Ben E. Stone, 250 watts, 1,450 kilocycles. Unlimited time. Ben E. Stone, gen. mgr. (La Grande Observer). (UP).

KOOS, Marshfield, KOOS, Inc., 250 watts, 1,230 kilocycles. Full time. Ben E. Stone, gen. mgr. (UP). A-4.

KALE, Portland, KALE, Incorporated, Stockholder—Oregon Journal, 5,000 watts, 1,330 kilocycles. Unlimited time. Theodore Koopman, com. mgr. (INS) (UP). B-1.

KEX, Portland, Oregonian Publishing Company, 5,000 watts, 1,190 kilocycles. Full time. Norman J. Sugg, com. mgr., (AP) (INS) (UP). A-1.

KGW, Portland, Oregonian Publishing Company, 5 kw, 620 kilocycles. Full time. Norman J. Sugg, com. mgr. (INS) (UP).

KOIN, Portland, KOIN, Inc. (Portland Journal), 5,000 watts, 970 kilocycles. Full time. C. W. Myers, pres. (INS) (UP). B-1.

KRNR, Roseburg, Roseburg News-Review, 250 watts, day; 100 watts, night; 1,490 kilocycles. Unlimited time. Marshall H. Pengra, gen. mgr. (AP). A-1.

PENNSYLVANIA

WSAN, Allentown, Lehigh Valley Broadcasting Co. (Allentown Call Publishing Co.). Full time. 500 watts, 1,470 kilocycles. B. Bryan Musselman, gen. mgr. C.P. 5 kw. Shares—WCBA. (AP) (UP). A-2.

WCBA, Allentown, Lehigh Valley Broadcasting Co. (Allentown Call), 500 watts, 1,470 kilocycles. (Affiliated with WSAN.) (AP) (UP).

WCED, DuBois, Tri-County Broadcasting Co., 250 watts, 1,230 kilocycles. Full time. Jason S. Gray, mgr. (UP). A-4.

WEST, Easton, Associated Broadcasters, Inc. (newspaper stock ownership), 250 watts, 1,400 kilocycles. Full time. Elwood Anderson, sta. mgr. (TP) (UP). A-4.

WHP, Harrisburg, WHP, Incorporated (Harrisburg Telegraph), 5,000 watts, day;

U. S. NEWSPAPER RADIO AFFILIATIONS

(*Continued from page 148*)

1,000 watts, night; 1,460 kilocycles. Full time. A. K. Redmond, sta. mgr. (TP) (UP). A-2.

WKBO, Harrisburg, Keystone Broadcasting Corporation, 250 watts, 1,230 kilocycles. Unlimited time. C. G. Moss, sta. mgr. (UP). A-4.

WAZL, Hazleton, Hazleton Broadcasting Service, Inc., 250 watts, 1,450 kilocycles. Unlimited time. Victor C. Diehm, sta. mgr. (TP) (UP). A-4.

WJAC, Johnstown, WJAC, Incorporated, 250 watts, 1,400 kilocycles. J. C. Tully, gen. mgr. (INS) (UP). A-2.

WGAL, Lancaster, WGAL, Incorporated, 250 watts, 1,490 kilocycles. Unlimited time. Walter O. Miller, sta. mgr. (TP) (UP). A-4.

WMRF, Lewistown, Lewistown Broadcasting Co., 250 watts, 1,490 kilocycles. Full time. Joseph M. Nassau, sta. mgr. (UP). B-1.

WHAT, Philadelphia, Independence Broadcasting Company, 100 watts, 1,340 kilocycles. Divides time with Station WTEL. Milton Laughlin, gen. mgr. (AP). A-2.

WCAE, Pittsburgh, WCAE, Incorporated (Sun-Telegraph), 5,000 watts, 1,250 kilocycles. Full time. Leonard Kapner, gen. mgr. (AP) (INS). A-2.

WWSW, Pittsburgh, WWSW, Inc. (Pittsburgh Post-Gazette), 250 watts, 1,490 kilocycles. Full time. Frank R. Smith, Jr., gen. mgr. (AP) (INS). A-2.

WQAN, Scranton, Scranton Times, 1,000 watts, day; 500 watts, night; 910 kilocycles. Divides time with Station WGBI. A. J. O'Malley, dir.

WPIC, Sharon, Sharon-Herald Broadcasting Co., 1,000 watts, 790 kilocycles. John Fahnline, Jr., mgr. (UP). B-2.

WKOK, Sunbury, Sunbury Broadcasting Corp., 250 watts, 1,240 kilocycles. B. A. Jack, gen. mgr. (UP). A-4.

WRAK, Williamsport, WRAK, Inc., 250 watts, 1,400 kilocycles. Full time. George E. Joy, gen. mgr. (Williamsport Sun-Gazette). (UP). A-2.

WORK, York, York Broadcasting Company, 1,000 watts, 1,350 kilocycles. Unlimited time. J. Robert Gulick, sta. dir. (TP) (UP). A-4.

SOUTH CAROLINA

WAIM, Anderson, Wilton E. Hall, 250 watts, 1,230 kilocycles. Unlimited time. Wilton Martin, sta. mgr. (AP). A-4.

WTMA, Charleston, Atlantic Coast Broadcasting Co. (News & Courier & Post), 250 watts, 1,250 kilocycles. Full time. C.P. 1 kw. Robert E. Bradham, gen. mgr. (AP). A-2.

WFBC, Greenville, Greenville News-Piedmont Company, 5,000 watts, 1,330 kilocycles. Unlimited time. Beverly T. Whitmire, mgr. (UP) (TP). A-1.

SOUTH DAKOTA

WNAX, Yankton, WNAX Broadcasting Co., 1 kw, 5 kw—LS. 570 kilocycles, C.P. 5 kw. Full time. Arden Swisher, mdsg. mgr. (AP) (UP). A-4.

TENNESSEE

WOPI, Bristol, Radiophone Broadcasting Station WOPI, Inc. (stockholder is one-half owner Bristol Pub. Corp.), 250 watts, 1,490 kilocycles. Full time. W. A. Wilson, gen. mgr. (UP). B-2.

WTJS, Jackson Sun Publishing Company, 1,000 watts, 1,390 kilocycles. Full time. Albert A. Stone, vice-pres. (AP) (UP). A-1.

WKPT, Kingsport, Kingsport Broadcasting Co., Inc., 250 watts, 1,400 kilocycles. Jess Swicegood, gen. mgr. (UP). A-4.

WNOK, Knoxville, Scripps-Howard Radio, Inc. (Knoxville News-Sentinel), 10 kw, 990 kilocycles. Unlimited time. R. B. Westergaard, gen. mgr. (UP). A-4.

WMC, Memphis, Memphis Publishing Co., 5,000 watts, 790 kilocycles. Full time. H. W. Slavick, gen. mgr. (UP). A-1.

WMPS, Memphis, Memphis Broadcasting Co., 1,000 watts, day; 500 watts, night; 1,480 kilocycles. Unlimited time. J. C. Hanrahan, gen. mgr. (UP). A-2.

TEXAS

KRBC, Abilene, Reporter Broadcasting Company, 250 watts, day; 1,450 kilocycles. Unlimited time. Howard Barrett, gen. mgr. (AP) (UP). A-4.

KFDA, Amarillo, Amarillo Broadcasting Corp., 250 watts, 1,230 kilocycles. Full time. H. P. Roberson, mgr. (INS).

KGNC, Amarillo, Plains Radio Broadcasting Company, 1 kw night, 5 kw day, 1,440 kilocycles. Full time. John Ballard, gen. mgr. (UP). A-2.

KNOW, Austin, Frontier Broadcasting Co., 250 watts, 1,490 kilocycles. Full time. Hardy C. Harvey, gen. mgr. (UP). B-2.

KRIC, Beaumont, KRIC, Inc., 250 watts, 1,450 kilocycles. Unlimited time. Jack Neil, gen. mgr. (AP). A-4.

KFDM, Beaumont, Beaumont Broadcasting Corp., 1,000 watts, 560 kilocycles. Full time. C. B. Locke, gen. mgr. (UP).

KBST, Big Spring, Big Spring Herald Broadcasting Co., 100 watts, 1,490 kilocycles. Full time. Jack Wallace, sta. mgr. (TP) (AP). A-4.

KBWD, Brownwood, Brown County Broadcasting Co., 500 watts, 1,380 kilocycles. Full time. Wendell Mayes, sta. mgr. (AP).

KRIS, Corpus Christi, Gulf Coast Broadcasting Co., 1,000 watts, 1,360 kilocycles. Full time. T. Frank Smith, mgr. (Corpus Christi Caller Times). (AP) (TP). B-2.

KRLD, Dallas, KRLD Radio Corp. (Dallas Times-Herald), 50,000 watts, 1,080 kilocycles. Full time. J. W. Runyon, mgr. dir. (AP) (INS). A-2.

WFAA, Dallas, Dallas Morning News, 50,000 watts, 800 kilocycles. Part time. Martin Campbell, mgn. dir. (UP). A-1.

KGKO, Dallas-Fort Worth, Dallas Morning News & Fort Worth Star-Telegram, 5,000 watts, 570 kilocycles. Full time. George Cranston, mgr. (AP) (UP). A-4.

KROD, El Paso, Dorrance D. Roderick (El Paso Times), 1,000 watts, day; 500 watts, night; 600 kilocycles. Full time. Val Lawrence, gen. mgr. (INS) (TP). A-4.

WBAP, Fort Worth, Carter Publications, Inc., 50,000 watts, 820 kilocycles. Divides time with Station WFAA. George Cranston, mgr. (AP). A-1.

KPRC, Houston, Houston Printing Company, 5,000 watts, 950 kilocycles. Full time. Kern Tips, mgr. (AP). A-1.

KTRH, Houston, KTRH Broadcasting Co. (Houston Chronicle). C.P. 50 kw, 740 kilocycles. Full time. B. F. Orr, sta. supervisor. (UP). A-2.

KFYO, Lubbock, Plains Radio Broadcasting Co. (Globe-News Publishing Co., Amarillo), 250 watts, 1,340 kilocycles. Full time. De Witt Landis, mgr. (UP). A-4.

KPDN, Pampa, R. C. Hoiles, 100 watts, 1,340 kilocycles. Full time. H. E. Kreiger, mgr. (AP). A-4.

KPLT, Paris, North Texas Broadcasting Company, 250 watts, 1,490 kilocycles. Full time. Lewis O. Seibert, gen. mgr. (AP). A-4.

KIUN, Pecos, Jack W. Hawkins & B. H. Hubbs (Pecos Enterprise), 100 watts, 1,400 kilocycles. Full time. Jack Hawkins, sta. mgr. (TP) (UP). A-4.

KGKL, San Angelo, KGKL, Inc., 250 watts, 1,400 kilocycles. Full time. Lonnie Preston, gen. mgr. (AP). A-4.

KTSA, San Antonio, Sunshine Broadcasting Co., Incorporated, 5,000 watts, day; 1,000 watts, night; 550 kilocycles. Full time. G. W. Johnson, mgr. (UP). A-4.

KRRV, Sherman Red River Valley Broadcasting Corp., 1,000 watts, 910 kilocycles. L. L. Hendrick, mgr. (UP). B-2.

KXOX, Sweetwater, Sweetwater Radio Inc. (Sweetwater Reporter), 250 watts, 1,240 kilocycles. Full time. Russell Bennitt, gen. mgr. (TP) (UP). A-4.

KTEM, Temple, Bell Broadcasting Co. (Temple Telegram), 250 watts, 1,400 kilocycles. Full time. Frank W. Mayborn, gen. mgr. (UP). A-4.

KCMC, Texarkana, KCMC, Inc. (Texarkana Newspapers, Inc.), 250 watts, 1,450 kilocycles. Full time. Frank O. Myers, mgr. (AP). A-2.

KVWC, Vernon, Northwestern Broadcasting Co., 250 watts, 1,490 kilocycles. Full time. (AP). B-2.

WACO, Waco, Frontier Broadcasting Co. (Hearst Radio, Incorporated), 250 watts, day; 1,450 kilocycles. Full time. R. E. Lee Glasgow, gen. mgr. (UP). B-2.

KRGV, Weslaco, KRGV, Inc., 1,000 watts, 1,290 kilocycles. Full time. Guy W. Bradford, gen. mgr. (UP). A-4.

UTAH

KLO, Ogden, Inter-state Broadcasting Corporation, 5,000 watts, 1,430 kilocycles. Full time. George C. Hatch, gen. mgr. (UP). A-4.

KSL, Salt Lake City, Radio Service Corp. of Utah, 50,000 watts, 1,160 kilocycles. Full time. Ivor Sharp, sta. dir. (AP) (UP). A-3.

VERMONT

WCAX, Burlington, WCAX Broadcasting Corp., 1 kw, 620 kilocycles. Unlimited time. Robert A. Kelley, com. mgr. (UP). A-1.

WDEV, Waterbury, Lloyd E. Squier and William G. Ricker, Waterbury Record. Ownership remains same, but not listed as newspaper affiliated by FCC. 1,000 watts, 550 kilocycles. Full day time. Lloyd E. Squier, gen. mgr. (AP) (UP).

VIRGINIA

WMVA, Martinsville, Licensed to Martinsville Broadcasting Co., Inc. (Martinsville Bulletin), 250 watts, 450 kc. John W. Shultz, gen. mgr. (AP). A-4.

WGH, Newport News, Hampton Roads Broadcasting Co. (Daily Press, Inc.), 250 watts, 1,340 kilocycles. Edward E. Bishop, sta. mgr. (AP). A-2.

WTAR, Norfolk, WTAR Radio Corporation (Norfolk Newspaper, Inc.), 5,000 watts, 790 kilocycles. Full time. Campbell Arnoux, gen. mgr. (AP) (UP). A-2.

WPID, Petersburg, Petersburg Newspaper Corp., 250 watts, 1,240 kilocycles. Unlimited time week days. Walter Huffington, sta. mgr. (UP). A-1.

WRNL, Richmond, Richmond Radio Corp., 5,000 watts, 910 kilocycles. E. S. Whitlock, gen. mgr. (Richmond News-Leader). (AP). A-4.

WDBJ, Roanoke, Times-World Corporation, 5 kw, 960 kilocycles. Full time. R. P. Jordan, gen. mgr. (UP). A-1.

WSLS, Roanoke, Roanoke Broadcasting Corp., 250 watts, 1,490 kilocycles. Full time. James H. Moore, sta. mgr. B-2.

WASHINGTON

KWLK, Longview, Twin City Broadcasting Corp., 250 watts, 1,400 kilocycles. Unlimited. C. O. Chatterton, gen. mgr. (Longview Daily News). (UP). B-2.

KVAN, Vancouver, Vancouver Radio Corp. (Marshfield [Ore.] Coos Bay Times), 500 watts, 910 kilocycles. Ben E. Stone, gen. mgr. (UP). A-4.

WEST VIRGINIA

WJLS, Beckley, Joe L. Smith, Jr. (Beckley Newspapers, Inc.), 250 watts, 1,240 kilocycles. Full time. Herbert Kendrick, gen. mgr. (UP).

WHIS, Bluefield, Daily Telegraph Printing Company, 1,000 watts, day; 500 watts, night; 1,410 kilocycles. J. Lindsey Alley, mgr. (UP). A-1.

WCHS, Charleston, Charleston Broadcasting Company, 5,000 watts, 580 kilocycles. Full time. Howard L. Chernoff, man. dir. (AP) (UP).

WBLK, Clarksburg, Charleston Broadcasting Co. (Exponent Company), 250 watts, 1,400 kilocycles. Unlimited time. John A. Kennedy, gen. mgr. (AP) (UP).

WSAZ, Huntington, WSAZ, Inc., 250 watts night, 1 kw day, 930 kilocycles. Unlimited time. John A. Kennedy, gen. mgr (Huntington Pub. Co.). (AP). A-2.

WLOG, Logan, Clarence H. Frey and Robert O. Greever, 250 watts, 1,230 kilocycles. Unlimited time. Eddie Vann, man. dir. (UP). B-2.

WAJR, Morgantown, West Virginia Radio Corp., 250 watts, 1,230 kilocycles. Full time. Henry B. MacNaughton, sta. mgr. (UP). A-4.

WPAR, Parkersburg, Ohio Valley Broadcasting Co., 250 watts, 1,450 kilocycles. Unlimited time. John A. Kennedy, gen. mgr. (AP) (UP).

WKWK, Wheeling, Community Broadcasting, Inc., 250 watts, 1,400 kilocycles. Full time. John B. Reynolds, mgr. (UP).

WISCONSIN

WEAU, Eau Claire, Central Broadcasting Co., 1 kw night, 5 kw day, part time, 790 kilocycles. Walter C. Bridges, gen. mgr. (UP). B-1.

KFIZ, Fond du Lac, Reporter Printing Co., 250 watts, 1,450 kilocycles. Unlimited time. A. H. Lange, gen. mgr. (AP) (UP) (INS). A-1.

WCLO, Janesville, Gazette Ptg. Co., 250 watts, 1,230 kilocycles. Full time. J. P. Kyler, mgr. (AP). A-1.

WKBH, LaCrosse, WKBH, Inc., 1,000 watts, 1,410 kilocycles. Full time. Howard Dahl, com. mgr. (UP).

WIBA, Madison, Badger Broadcasting Company, 5,000 watts, 1,310 kilocycles. Full time. Edwin C. Allen, gen. mgr. (UP). A-2.

WISN, Milwaukee, Hearst Radio, Incorporated, 5 kw, 1,150 kilocycles. Full time. G. W. Grignon, gen. mgr. (INS). A-2.

WTMJ, Milwaukee, Milwaukee Journal, 1 kw night, 5 kw day, 620 kilocycles. Full time. (AP). A-1.

WRJN, Racine, Racine Broadcasting Co. (Racine Journal-Times), 250 watts, 1,400 kilocycles. Full time. Harry R. Le Poidevin, gen. mgr. (INS). A-4.

WJMC, Rice Lake, Northern State Broadcasting Co., 250 watts, 1,240 kilocycles. Unlimited time. J. J. McGenty, gen. mgr.

WHBL, Sheboygan, Sheboygan Press, 250 watts, 1,330 kilocycles. Full time. Wayne W. Cribb, sta. dir. (UP). A-1.

WFHR, Wisconsin Rapids, William F. Huffman, 250 watts, 1,340 kilocycles. Full time. George T. Frechette, sta. mgr. (AP). A-4.

WYOMING

KFBC, Cheyenne, Frontier Broadcasting Co., 250 watts, 1,240 kilocycles. Full time. W. C. Grove, sta. mgr. (UP). B-1.

ALASKA

KFAR, Fairbanks, Midnight Sun Broadcasting Co., 5,000 watts, 610 kilocycles. Full time. W. K. Foster, com. mgr. (AP) (TP).

HAWAII

KGU, Honolulu, Advertiser Publishing Co., Ltd., 2,500 watts, 760 kilocycles. Limited time. M. A. Mulrony, gen. mgr. (TP).

KTOH, Lihue, Garden Island Publishing Co., 250 watts, 1,490 kilocycles. Full time. Charles J. Fern, sta. mgr. (UP).

(*Continued on page 171*)

TINGUE
PRINTING PRESS
BLANKETS
Write for samples and prices on Tingue press blankets built to accommodate the narrower width of newsprint.
TINGUE BROWN AND COMPANY
114-120 EAST 23rd STREET, NEW YORK, N. Y.
1227 WABASH AVENUE, CHICAGO, ILLINOIS
723 E. WASHINGTON BLVD., LOS ANGELES, CAL.
CANADIAN SALES AGENTS
ROSS WHITEHEAD & CO., LTD.
MONTREAL, CANADA

NEW "AUTOMATIC POSTAL WIRE"
ENDS DELAY AND ERROR
GETS THERE FASTER—EXACTLY AS SENT!

● Your message
Reproduced *automatically*—
Anywhere in the country—
At record-breaking speed!
No time-wasting human
Relays and delays—
No errors creep in
En route—
—AND IT COSTS NOT A PENNY MORE!
This amazing service
Perfected by our engineers, is
Exclusive with
Postal Telegraph
For your convenience, charges for telegrams telephoned-in appear on your telephone bill
For descriptive folder, address Postal Telegraph, 157 Chambers Street, N. Y. C.—or ask your local branch manager.

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

Copyright, 1943, by The Editor & Publisher Company

A

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
ADVERTISING AGENCIES—GAL. 1—Jan. 13, 1943			Boll.
AARON & BROWN *a-e* 1411 Walnut St., Philadelphia, Pa.		A. F. Loughlin (4). M. W. Aaron (5)	E. L. Brown (6-8) Lon Jourdet (7)
AARONS, SILL AND CARON, INC. *a-e-f* 302 Architects Bldg., Detroit, Mich.	Harold Aarons (1). F. S. Ghent (2) E. F. McMullen (3)	Harold Aarons (4). F. S. Ghent (5)	E. F. McMullen (6-8) Harold Aarons (7)
ACEL, INC., ERVIN S. 15 Whitehall St., New York City	Ervin Acel (1)		Ervin Acel (6)
ACME ADVERTISING AGENCY *b-e* 405 Chamber of Commerce Bldg., Atlanta, Ga.			
ADAMS, INC., BURKE DOWLING *a-f* 203 Bellevue Ave., Upper Montclair, N. J.	B. D. Adams (1). Thomas Dixcy (2) E. C. Andersen (3)	Thomas Dixcy (4). E. C. Hoffman (5)	Geo. H. Whitmore (6) T. F. Carey (7-8)
ADAMS ADVERTISING AGENCY Seaboard Building, Mobile, Ala.	Geo. W. Adams (1)	B. Nathan (4)	Geo. W. Adams (6)
AD-CRAFTSMEN, THE 524 McIntyre Bldg., Salt Lake City, Utah	Louis W. Larsen (1)	Louis W. Larsen (4) John L. Hansen (5)	Kay Naisbitt (6) L. W. Larsen (7) John L. Hansen
ADKINS COMPANY, A. L. 116 New Montgomery St., San Francisco, Calif.			
ADSALES 420 Madison Ave., New York City	Donald M. Lay (1) P. J. O'Hara II (gm) W. W. Smith (3)	S. J. Michelson (4). J. Montgomery (5)	J. H. Conway (6) S. W. Hussar (7) J. H. Ward
ADVERTISERS' SERVICE, INC. *e* 229 E. Wisconsin Ave., Milwaukee, Wis.	V. A. Fleischmann (1) H. C. Fleischmann (2)		V. A. Fleischmann (7) H. R. Langlie J. W. Martin
ADVERTISING AGENCY SERVICE 45 Academy St., Newark, N. J.	W. F. Schaphorst (c-3)	J. H. Squires (4-5).	M. M. Gooch (6) A. Cybulski (7) C. A. Beeman
ADVERTISING ARTS AGENCY 528 Security Bldg., Los Angeles, Calif.	Paul Winans (1)	A. C. Richards (4). Alice Rovinsky (5)	Stella M. Lauch (c-m) A. C. Richards (8)
ADVERTISING ASSOCIATES *a* 12 Central Ave., Newark, N. J.	J. M. Kesslinger (1)	J. M. Kesslinger (4)	J. M. Kesslinger (6) H. C. R. Kesslinger (6-7)
ADVERTISING ASSOCIATES, INC. Bryant Bldg., Charlotte, N. C.	M. I. Moffett (1). E. W. Street (2)	Mitchell Cox (5)	
ADVERTISING BUREAU OF AMERICA 120 West 42nd St., New York City	M. Schwartz (1). A. Joffe (2) B. Averill (3)	A. Frieman (5)	F. Wald (6) S. Wald (7)
ADVERTISING BUREAU, INC. 45 W. 45th St., New York City* Park Square Bldg., Boston, Mass.	W. L. Sohl (1-3)	L. L. Kolarik (om) New York Herbert Frank (om) Boston	W. L. Sohl (7) Herbert Frank Ed Wiener
ADVERTISING-BUSINESS COMPANY *b-e-f* 1213 Throckmorton St., Fort Worth, Tex.	M. D. Evans (1). T. L. Yates (m-d) A. E. Hubbard (3)		T. L. Yates (6-7) H. W. Johnson (7) A. E. Hubbard
ADVERTISING COUNSELORS, INC. *a* Security Bldg., Phoenix, Ariz.	I. N. Shun (1-4). G. E. Arnold (2-S)		
ADVERTISING GUILD, INC. 258 Fifth Ave., New York City	W. H. Morin (1-3). S. Gottlober (2)	W. H. Morin (4). N. Rubinstein (5)	W. H. Morin (6-7) Ethel Rubinstein
ADVERTISING, INC., A. W. *a* 1140 Broadway, New York City			
ADVERTISING, INC. *a-b-e-g* 1523-29 Central Nat'l Bank Bldg., Richmond, Va.	J. Lynn Miller (1). M. T. Miller (2) W. H. Hoxie (3)	Mrs. A. G. Smithers (4) M. F. Riggs (5)	J. Lynn Miller (6) A. G. Smithers (6-8) M. V. Mahoney (7) Edith Dickerson
ADVERTISING PRODUCERS-ASSOCIATED, INC. 201 North Wells St., Chicago, Ill.	L. W. Kreicker (1). W. H. Kreicker (2) W. H. Schofield (3)	W. H. Kreicker (4) H. W. Ekman (5)	S. Borchers (6) Norman Gregg (7)
ADVERTISING SERVICE, INC. Lincoln Bldg., Kokomo, Ind.	R. C. Trees (1). R. G. Reynolds (2-m)	Max Comer (5)	
ADVERTISING TRADE SERVICE, INC. 303 Fifth Ave., New York City	R. B. Halley (1). Nat Lang (3-8)	Harry Pincus (5)	R. B. Halley (6-7) Nat Lang P. Abrahams (8)
AETNA ADVERTISING AGENCY, INC. *f* 1776 Broadway, New York City	L. S. Morris (1). Julia Morris (2)	Robt. Schwartz (5)	
AGRICULTURAL ADVERTISING & RESEARCH INC. *e* Ag. Research Bldg., Ithaca, N. Y.	Roy H. Park (1). R. B. Gervan (2) R. W. Seymour (3)		Grace Smiley (6) Hugh F. Eames (7) Dr. B. L. Hughes (8)
AITKIN-KYNETT CO., THE *a-e-f-h* 1400 South Penn Square, Philadelphia, Pa.	H. H. Kynett (p). A. K. Aitkin M. E. Goldman W. B. Turner (3)	H. T. Breeding (4). F. Wade Lane (5)	H. H. Kynett (6-8)
AKIN ADVERTISING, W. S. 129 East Market St., Indianapolis, Ind.	W. S. Akin (1). W. T. Akin, Jr. (2) B. Williams (3)	H. Keene (5)	W. S. Akin (6-8)
ALBER, COMPANY, R. H. *a* 458 Chamber of Commerce Bldg., Los Angeles, Calif.	R. H. Alber (1)		Pauline Hagen (Radio-Time-Buyer-8)
ALERT ADV. AGENCY *b* 718 American Natl. Ins. Bldg., Galveston, Tex.			
ALEXANDER ADV. AGENCY *a* 3200 North Nevada Ave., Colorado Springs, Colo.	David Clark (3)	Ross Palmer (5)	Ed. C. Corbett (7)
ALEXANDER ADVERTISING AGENCY *e* 1457 Broadway, New York City	E. W. Alexander (1)		
ALLEN ADVERTISING AGENCY, P. M. 18 West Chelten, Philadelphia, Pa.* Blue Bell, Pa.	P. M. Allen (1). Malcolm Herts (2)		
ALLEN, HEATON & McDONALD, INC. *a-e-f* 1001 Enquirer Bldg., Cincinnati, Ohio	D. M. Allen (1). Math. Beecher (2) Templeton Briggs H. B. Thompson (3)		
ALLEN & REYNOLDS, INC. *a-e* 833 Insurance Bldg., Omaha, Neb.	Earl H. Allen (1). M. H. Reynolds (2) M. E. Seaburg (3)	H. E. Bromberg (4) A. E. Gidley (5)	Earl H. Allen (6-7) M. Reynolds Harold Roll R. Savage (6-7-8)
ALLEY & RICHARDS CO. *a-e-f-h* 370 Lexington Ave., New York City Statler Office Bldg., Boston, Mass.	E. V. Alley (p). (Boston) H. L. Whittemore (N. Y.) C. N. Smith (N.Y.) H. M. Billerbeck (N. Y.) D. H. Uptegrove (N. Y.) H. R. Macnamee (Boston) G. W. B. Hartwell (Boston) J. T. Coenen (Boston) T. Moos (3) (N.Y.) Ed. Donley (Boston)	D. H. Uptegrove (5) (N. Y.) P. Cavanaugh (Boston)	H. M. Billerbeck (6-8) (Media mgr.) (N. Y.) M. Penglily (6) (Boston)
AMBRO ADVERTISING AGENCY *e-f-h* 333 Dows Bldg., Cedar Rapids, Iowa	H. J. Rowe (1). A. O. Ambros (2) G. E. Martin (3)	Milo Kratville (5)	
AMERICAN FOREIGN LANGUAGE PRESS 258 Fifth Ave., New York City	Sig. Gottlober (1). W. H. Morin (3)	N. Rubinstein (5)	

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
AMES-HARD ADVERTISING ENTERPRISES. 35 Powell St., San Francisco, Calif. 260 Retama, San Antonio, Tex.	R. W. Ames (1)		
ANDERSON COMPANY, THE MERRILL *a-f* 420 Lexington Ave., New York City	M. Anderson (1). A. Knoerim (2) A. V. Desidero (3)	M. Anderson (4). Carl Trommer (5) Dorothy Anderson (1)	E. S. Johnson, Jr. (6) George Piggott A. Knoerim (7) G. Edwin Heming
ANDERSON, DAVIS & PLATTE, INC. *a* 50 Rockefeller Plaza, New York City* 821 15th St., N. W., Washington, D. C.	T. H. Anderson, Jr. (1) H. H. Smith (4) K. C. Gunter (3)	H. H. Smith (4). R. L. Wilson (5)	T. H. Anderson, Jr. (7) H. H. Smith L. G. Van Akin (6-7-8) Alice M. Rex (7)
ANDES, WILLIAM D. *e* 20 Race Ave., Lancaster, Pa.	W. D. Andes (1)		J. A. Wenger (7)
ANDREWS ADVERTISING, INC. *e* Stuart Bldg., Lincoln, Neb.	L. G. "Boots" Andrews (1) M. K. Winkler (3)		
ANFENGER ADV. AGENCY, INC. *a-e-f-h* 1706 Olive St., St. Louis, Mo.* 1014 Canal Bldg., New Orleans, La.	E. D. Winius (1). G. A. Volz (2) H. G. Till K. L. Glave (3)	G. G. Hertslet (2-4) J. H. Stevens (5)	Geo. R. Bishop (6) G. A. Volz (7) H. G. Till V. L. Morelock (8)
ANIOL & AULD *b-e* Smith Young Tower, San Antonio, Tex.	C. B. Aniol (1)		
ANKENEY ADVERTISING AGENCY *f* 801 East First St., Dayton, Ohio	S. H. Ankeney (1-o)	B. C. Crider (5)	S. H. Ankeney (7) Mara A. Nafe
ARBEE AGENCY, INC. Advertising Arts Bldg., Terre Haute, Ind.	W. Rex Bell (1-2). W. L. Smith (3)	R. B. Nale (4). Paul E. Mead (5)	W. L. Smith (6-7-8) W. R. Bell (7)
ARBOGUST, ADVERTISING, OREN 30 N. Michigan Ave., Chicago, Ill.			
ARKENBERG SPECIAL AGENCY 140 Nassau St., Room 211, New York City* 43 East Ohio St., Chicago, Ill.	E. A. Arkenberg (o)		
ARNDT & CO., INC., JOHN FALKNER *a-e-f-h* Lewis Tower, Philadelphia, Pa.	J. F. Arndt (1). R. N. D. Arndt (2) S. S. Preston, Jr. J. A. Kloster (3)	H. Thoenebe (4). J. C. Robertson (5)	J. F. Arndt (7) D. B. Arndt S. S. Preston, Jr. R. N. D. Arndt Alice Nale (8)
ARTWIL COMPANY, THE *e-f* 22 West 48th St., New York City	A. Bandman (1). H. A. Bandman (3)	W. Graubard (4). A. Wulser (5)	A. Bandman (6)
ASSOCIATED ADVERTISERS, INC. 216 Locust St., Harrisburg, Pa.	A. N. Gage (1). Margaret C. Coulin (2)	E. C. Michener (5)	
ASSOCIATED ADVERTISING AGENCY, INC. *e* Chamber of Commerce Bldg., Los Angeles, Calif.	P. O. Narveson (1). A. F. Larson (2) C. A. Burpee (3)	J. Weaver (4). A. F. Larson (5)	J. Beck (6) P. O. Narveson (7) A. F. Larson C. A. Burpee (8)
ASSOCIATED ADVERTISING AGENCY, INC. *b-e-f-g* Florida National Bank Bldg., Jacksonville, Fla.	M. T. Newman (1). Hunter Lynde (2) Karl M. Zink (3)	Hunter Lynde (4). Wm. J. Lytle (5)	M. T. Newman (6-7) H. Lynde (7-8)
ATHERTON & CURRIER, INC. *a-e-f* 420 Lexington Ave., New York City* 100 Adelaide St., West, Toronto, Ont., Canada	J. W. Atherton (1). G. M. Spencer (2) O. F. Burkart (2-m.d.) (Toronto) G. C. Hoffner (3) A. E. Ross (3-prod. mgr.) (Toronto)	A. J. Hefner (5)	W. T. Tieman (6) N. C. Rothstein Audrey Cole (6) (Toronto) A. C. Doornbos (7) Winifred Shields (8) (Toronto)
ATKINSON INC., HARRY *a-e* Seymour Bldg., Chicago, Ill.	H. G. Atkinson (1).	A. M. Schrom (5).	J. T. Fortman (6)
ATLANTIC ADVERTISING COMPANY 220 West 42nd St., New York City	M. E. Cohen (1-p). I. H. Glick (2-p) I. W. Baum (3)	M. E. Cohen (4). Fred Kraith (5)	M. E. Cohen (6-7) I. H. Glick (6-7-8) D. S. Sacks (7) I. W. Baum
AUBREY, MOORE & WALLACE, INC. *a-e-f* 230 North Michigan Ave., Chicago, Ill.	J. T. Aubrey (1). John C. Moore (2) L. T. Wallace J. J. Finlay L. O. Wilson J. H. Dunham J. W. Ream (3) J. P. Pancoast	F. Burt (5). Jos. Schiffer Marguerite Green	Otis Beeman (7) F. Grauman R. C. Marley H. A. Groth W. Grinstead J. T. Ainley (8)
AUER, INC., J. S. 219 W. Saratoga St., Baltimore, Md.			
AUERBACH CO., J. J. 103 Park Ave., New York City.	J. J. Auerbach (p-5) L. Auerbach (p-3)		
AUSTIN, ALVIN 9 East 41st St., New York City		Alvin Austin (4)	Alvin Austin (7)
A. W. ADVERTISING, INC. *a-e* 1140 Broadway, New York City			
AYER & SON, N. W. *a-e-f* Washington Square, Philadelphia, Pa.* 30 Rockefeller Plaza, New York City Statler Office Bldg., Boston, Mass. 135 S. La Salle St., Chicago, Ill. 235 Montgomery St., San Francisco, Calif. Penobscot Bldg., Detroit, Mich. Grosvenor House, London, England Dillingham Bldg., Honolulu, T. H. ....., Buenos Aires, Argentina ....., Sao Paulo, Brasil	H. A. Batten (1). G. W. Cecil (2) C. T. Coiner H. D. Bootman H. L. McClinton	G. W. Cecil (4). C. T. Coiner (5)	H. D. Bootman (6) H. L. McClinton (8)
AYLES ADVERTISING, HARTWELL 350 Madison Ave., New York City			H. Ayles (6-7) Hortense Ayles

B

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
BADGER AND BROWNING & HERSEY, INC. *a-e-f* 30 Rockefeller Plaza, New York City* (Affiliated Co.): Badger and Browning, Inc., 75 Federal St., Boston, Mass.	R. W. Hersey (1). O. E. G. Snow (2) W. B. Lowther (3)	W. D. Humphries (4) E. C. Riccota (5)	W. B. Lowther (6) H. W. Mallinson, Jr. (8)
BACH, BERNSTEIN AND ASSOCIATES 175 Fifth Ave., New York City	Henry Bach (p). T H. Bernstein Ernest Bragin (3)	G. M. Weisbord (4) E. M. Stagmann (5)	
BACK ADV. AGENCY, J. *b* Presbyterian Bldg., Nashville, Tenn.			
BAER COMPANY, THE S. C. *a-e* 500 Times-Star Tower, Cincinnati, Ohio	S. C. Baer (1). J. C. McCoy (2) L. Mohr (3)	W. H. Hetherington (5)	L. Block (6) S. C. Baer (7) J. C. McCoy (7-8) L. C. Segers S. Schindler
BAIRD, JOHN P. 600 West Markham St., Little Rock, Ark.	John P. Baird (1). W. D. Billingsley (3)	Patricia Albright (4) L. C. Beaumont (5)	E. F. Rinehart (6) V. C. Hendrickson W. H. Wilson (7) J. C. Dollins

EXPLANATION OF KEY LETTERS

A—Recognized by American Newspaper Publishers' Association. B—Recognized by Southern Newspaper Publishers' Association. C—Recognized by Canadian Daily Newspapers' Association. D—Local publishers' recognition (agency's statement). E—Recommended for recognition by Agricultural Publishers' Association. F—Recognized by Associated Business Papers, Inc. G—First Advertising Agency Group. H—Member of American Association of Advertising Agencies. K—Member of National Advertising Agency Network. *Head Office. Where agency has American Newspaper Publishers' Association recognition, it also has local recognition, so notation to that effect has been purposely omitted in listing. Executive Vice-President—ex 2. General Manager—g. m. Manager—m. Managing Director—m. d. Partner—p. Owner, Proprietor, Principal—o. Office Manager—o. m. Secretary—s. Treasurer—t. Secretary-treasurer—s. t. Chairman of the Board—ch. of bd.

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 150*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
BAKER ADVERTISING AGENCY, INC., A. N. *e* 189 West Madison St., Chicago, Ill.	A. N. Baker (1) A. R. Morelock (2) V. Owens (3)	M. H. Wright (4-5)	V. Owens (6) A. N. Baker (7) A. R. Morlock
BAKER AND BAKER & ASSOCIATES, INC. 930 Union Commerce Bldg., Cleveland, Ohio	H. R. Baker (1) E. E. Humphrey (2) E. E. Humphrey (3)	W. Morrison (4)	H. R. Baker (7) E. E. Humphrey W. Morrison (8)
BAKER COMPANY, LYNN *e* 521 Fifth Ave., New York City			
BAKER, CAMERON, SOBY & PENFIELD, INC. 30 Allyn St., Hartford, Conn.	F. E. Baker (1-2) B. S. Orbeck (3)	J. R. Penfield (4) L. Lintelmann (5)	R. H. Latamore (6)
BALDWIN & STRACHAN, INC. *e* 274 Delaware Ave., Buffalo, N. Y.	W. M. Baldwin (1) K. Strachan (2) Roy S. Runk (3)	P. Van Scoza (5)	J. F. Higgins (8)
BALL & DAVIDSON, INC *a-e-f-h* Colorado National Bank Bldg., Denver, Colo.	C. A. Salstrand (1) P. H. Gray (2)	C. A. Nicles (5)	
BARKOW, ADVERTISING, REUBEN 45 West 45th St., New York City			
BARLOW ADVERTISING AGENCY, INC *e-f* Syracuse-Kemper Bldg., Syracuse, N. Y.	E. S. Barlow (1) E. S. Crawford (2) H. H. Goodhart F. B. Tompkins (3)	J. J. Hines (4) H. C. Millard (5)	E. S. Barlow (7) E. S. Crawford H. H. Goodhart J. R. Coleman (7-8)
BARNES ADVERTISING AGENCY, INC *e* 312 E. Wisconsin Ave., Milwaukee, Wis.	John Barnes (1) H. F. Lichtsinn (2) William Riley (3)	Al J. Herr (4) Alvin Drover (5)	William Riley (6) John Barnes (7) Al J. Herr Robt. F. Timm Wm. Roecker (8)
BARNES CHASE COMPANY *a-e-f* 530 Broadway, San Diego, Calif.* 1121 South Hill St., Los Angeles, Calif.	N. R. Barnes (o) (S. D.) Wm. M. Price (3) (S. D.)		E.W.Rutledge (m) (L. A.) Ruth F. Almstedt (8) (S. D.)
BARRONS ADVERTISING CO., INC. *a-e* Kirkwood Bldg., 1737 McGee Trafficway, Kansas City, Mo.	W. Godfrey (1) Frank Little (2) A. W. Durrin (3)	W. Godfrey (4) William Rubin (5)	W. Godfrey (6-7-8) Frank Little
BARTON ADVERTISING COMPANY Keany Sq. Bldg., 25 Causeway St., Boston, Mass. 100 Summit Ave., Brookline, Mass.	Ben. Bartzoff (1)		
BASFORD COMPANY, G. M. *a-e-f-h* 60 East 42nd St., New York City* Leader Bldg., Cleveland, Ohio	R. L. Wensley (1) Wm. S. Leech (2) (Clev.) W. F. Mulhall H. C. Silldorff E. L. Butler (3)	E. Heiffel (5)	W. H. Schink (6) Geo. J Sherwin (7) C. A. Wagner L. G. Malone A. Osborne Rupert Thomas C. G. Norton G. P. Kurtz G. Starbuck E. S. Pattison
BASKIN ADV. AGENCY, N SALEM *a-e-f* 333 N. Michigan Ave., Chicago, Ill.	S. N. Baskin (o)	Jack Guerin (5)	Gerald Ganser (6) S. N. Baskin (7) E. R. Livingston M. A. Bettman (8)
BASS-LUCKOFF, INC. 607 Lafayette Bldg., Detroit, Mich.	Louis Bass (1) L. H. Luckoff (2) S. E. Vehon (3)	J. Kannas (5)	
BATES COMPANY, THE J. D. *a-e* 496 Bridge St., Springfield, Mass.	J. D. Bates (1)	Walter Coffee (5) Chas. Sheldon	
BATES, INC., TED *a-e-f-h* 630 Fifth Ave., New York City	T. L. Bates (1-4) J. R. Busk (ex-3) T. J. Carnese (2-e) T. S. Buechner (2-7) E. F. Hudson W. H. Kearns Tom Revere (2-8)	Louis Menna (5) Frank O'Donnell George Roche Vincent Smythe	Wm. C. Dekker (6) McDonald Dunbar Richard Mann W. G. Everett (7) Leo E. Kirby John M. Lydon E. P. Small (asst. sec. & dir. med.) C. Justis (asst. tr.)
BATTEN, BARTON, DURSTINE & OSBORN, INC. *a-e-f-h* 383 Madison Ave., New York City* 178 Tremont St., Boston, Mass. Rand Bldg., Buffalo, N. Y. 919 N. Michigan Ave., Chicago, Ill. 1515 Terminal Tower Bldg., Cleveland, Ohio Northwest Bank Bldg., Minneapolis, Minn. 1680 N. Vine St., Hollywood, Calif. Grant Bldg., Pittsburgh, Pa. Pacific Mutual Bldg., Los Angeles, Calif. Russ Bldg., San Francisco, Calif.	W. H. Johns chair. of Bd.) Bruce Barton (1) A. F. Osborn (ex-2) F. R. Feland (3-4) R. B. Barton (2) H. Bender, Jr. C. H. Brower G. I. Bushfield J. R. Caples A. D. Chiquoine, Jr. Maurice Collette J. C. Cornelius J. D. Danforth C. L. Davis B. C. Duffy K. W. Ellis G. F. Gouge L. D. Hansen S. A. Harned F. W. Hatch H. H. Haupt S. P. Irvin John Johns C. H. McDougall H. C. McNulty F. J. Mahoney F. B. Manchee W. F. Moore L. S. Pearl Arthur Pryor, Jr. L. H. Sherrill C. L. Spier Egbert White		F. M. Lawrence (a) H. A. Holloway (asst. secy.) W. J. O'Donnell (6) A. Brew Van L. Woodward, Jr.
BAUDER-BAKER 225 N. Michigan Ave., Chicago, Ill.	Ray E. Bauder (1) H. F. Young (2) T. J. Hogan (3)	H. F. Young (4) P. Colgrove (5)	
BAUERLE ADVERTISING AGENCY, T. R. *e-f* 222 North Bank Drive, Chicago, Ill.	T. R. Bauerle (o-1) T. R. Bauerle (3)		T. R. Bauerle (6-7) H. J. Lazarus LeRoy Nelson
BAUERLEIN, INC. *a-b* Suite 1028, Hibernia Bldg., New Orleans, La.	Clarke Salmon (1) H. S. McGehee (2) S. P. McGehee (s)		
BAWDEN BROS., INC *e* 121 E. Third St., Davenport, Iowa	A. R. Bawden (1) H. E. Bawden (2) Ivar E. Johnson (3)	Ruth M. Gero (4) Ben Swanson (5)	G. Ray Bawden (7) H. E. Bawden
BAXLEY COMPANY, THE 204 Willetta Bldg., Wilmington, N. C.			
BAYLESS-KERR COMPANY, THE *a-e-f* Hanna Bldg., Cleveland, Ohio	H. D. Kerr (1) W. Butcher (2) Geo. Stenger (3)	Ed. Hrudka (5) Neville Bayless (s)	H. D. Kerr (7) W. Butcher N. Bayless H. D. Falls W. N. Bayless

BIG CHIEF REMELTER

With this Remelter you can save as much as 50c from every fuel and labor dollar which your old style furnace is costing you. Look into your remelting costs and see how soon this Big Chief will pay for itself in the savings on fuel, labor and drossage.

FEATURES

DUOFOLD INSULATION reduces fuel costs by conserving the heat.
THERMOSTATIC CONTROL automatically regulates the heat.
JORDAN INTERNAL VALVE prevents metal from freezing in the spout.
PRESSURE CONTROL eliminates danger of the pot cracking.
TOOTHED BAFFLE-RING speeds melting and reduces drossage.
QUICK-HEAT MUFFLER reduces melting time by drawing heat through the body of the metal.
MOTORIZED AGITATOR mixes and cleans the metal.
INTERNAL LIGHTING permits efficient skimming.
CONTINUOUS CASTING-TROUGH speeds casting.
CAPACITIES: 1200 lbs., 2400 lbs., 3200 lbs., 4800 lbs.
FUEL:—Gas (manufactured, natural or mixed), Electricity or Coal with automatic stoker.

WRITE FOR FULL PARTICULARS

DIRECT YOUR COMMUNICATION TO ADDRESS NEAREST YOUR LOCATION

UNITED AMERICAN METALS CORP'N
and affiliated corporations
300 Diamond St., Brooklyn, N. Y.—4101 Curtis Ave., Baltimore, Md.
2246 W. Hubbard St., Chicago, Ill.
785 Bryant St., San Francisco, Cal.—2448-E. 25th St., Los Angeles, Cal.

The unit shown here is a 2400 lb. electric heated Big Chief Remelter with a Twin-Eight (16 cavities) water-cooled mold that casts the double-ear Slip-off ingot.

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 151)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
BEANE ADVERTISING AGENCY, ROGER 774 Century Bldg., Indianapolis, Ind.	Roger Beane (1) Mrs. L. Carroll (3)	Keith Green (4) R. Thompson (5)	
BEAUMONT & HOHMAN, INC. a-b-e 6 North Michigan Ave., Chicago, Ill. 816 West Fifth St., Los Angeles, Calif. 815 E. Superior Ave., Cleveland, Ohio 220 New Montgomery St., San Francisco, Calif. 1502 Farnam St., Omaha, Neb. 32 Peachtree St., N. W., Atlanta, Ga. 1906 Elm St., Dallas, Tex. Central Bldg., Seattle, Wash. 1612 Baltimore Ave., Kansas City, Mo. Pacific Bldg., Portland, Ore. 630 Fifth Ave., New York City	H. A. Hohman (1)		
BECKER, ADVERTISING, MAX W. a-e Ocean Center Bldg., Long Beach, Calif.	Max W. Becker (e)		
BEEBE ADVERTISING AGENCY, INC. 3434 RCA Bldg., New York City* 921 Marshall Field Annex, Chicago, Ill.	K. J. Beebe (1) V. C. Beebe (2) M. Morgan (3)	S. C. Kingsley (5)	M. Morgan (6)
BESSON-FALLER-REICHERT, INC. a-e-f Toledo Trust Bldg., Toledo, Ohio	Sterling Besson (ch. of bd.) J. O. Munn (1) R. J. Faller (2) H. F. Tenney (3) A. Reichert (2-4) A. Reichert (2-5) H. R. Sturgeon (s-t)		M. L. Mathes (6) S. Besson (7) J. O. Munn A. Reichert H. R. Sturgeon R. J. Faller (7-8)
BEHEL AND WALDIE AND BRIGGS e 231 North La Salle St., Chicago, Ill.	V. W. Behel, Jr. (p) G. L. Briggs B. D. Waldie	E. F. Arnfield (5)	Rogers A. Fiske (7) D. H. Proctor Art Kanaske
BEHR, CO., JULIAN J. a-e-f-h Dixie Terminal Bldg., Cincinnati, Ohio	Julian J. Behr (p) I. Schifrin C. Evans (3)	Leon Shaw (5)	I. Schifrin (6-7-8) Julian J. Behr (7)
BENNETT-ADVERTISING a-e Professional Bldg., High Point, N. C.	H. C. Bennett (1) C. P. Womble (3)	Fred Albert (5)	
BENNETT, WALTHER & MENADIER, INC. 69 Newbury St., Boston, Mass.	Nelson Bennett (1) F. P. Walther, Jr. (2)	H. E. McDaniel (5)	
BENSON & DALL, INC. a-e 327 South La Salle St., Chicago, Ill.	R. J. Dooley (1-8) O. W. Goss (2-3-5)		A. H. Townley (6) R. J. Dooley (7) O. Wm. Goss H. O'Neill H. O'Neill (s.t.-8)
BENTON & BOWLES, INC. a-e-f-h 444 Madison Ave., New York City	A. W. Hobler (ch. of bd.) C. Bowles (vice-ch. of bd.) C. B. Goshorn (1) J. G. Rogers, Jr. (2-g.m.)		
BERKSHIRE NEWS COMPANY 16 South Fifth St., Reading, Pa.	H. Davidow (1-3) H. Davidow (3)		H. Davidow (6-7-8)
BERLINER, LAWRENCE T. P. O. Box 317, Corry, Pa.			
BERMINGHAM, CASTLEMAN & PIERCE, INC. a-e-f-h 136 East 38th St., New York City	A Bermingham (1) S. Wark (2-g.m.) W.H. Hagen (a.t.) J. L. Gagnon (3)	S. Paderewski (5) R. K. Inch (asst.-5)	C. E. Patrick (7) Chas. G. Gehnrich Gerald J. Cassedy Philip R. Warner John W. Keeshan Joseph Freiburg G. C. Castleman(8)
BERNSTEIN, TEL MEL 1457 Broadway, New York City	T. M. Bernstein (1) D. E. Reynolds (3)	T. M. Bernstein (4) D. E. Reynolds (5)	D. E. Reynolds (6)
BEST & CO., INC., FRANK e-f 9 Rockefeller Plaza, New York City	Frank Best (1) Walter Reed (2) M. Schlesinger (3)	V. C. Reed (4) Paul Taylor (5)	Frank Best (6) Irving Marks (7) Walter Teagan A. H. Van Buren(8)
BETE COMPANY, CHANNING L. 20 Federal St., Greenfield, Mass.	C. L. Bete (1) R. R. Bruce (2-3)	C. L. Bete (4) R. R. Bruce (5)	C. D. Barrsdale (6-7-8) C. L. Bete (7)
BEVIS, INC., GRAYDON E. a-b 522 Ingraham Bldg., Miami, Fla.	G. E. Bevis (1) Palmer Tyler (2)		
BIDDLE, EVERETT D.—ADVERTISING e-f 111 East Washington St., Bloomington, Ill.	E. D. Biddle (1)	Thelma G. Heath (5)	
BINKLEY ADVERTISING AGENCY e 311 Skillern Bldg., Sherman, Tex.	J. M. Binkley (o-3)	J. M. Binkley (4-5)	Thelma Terry (6)
BIOW CO., INC. a-e 9 Rockefeller Plaza, New York City	M. H. Biow (1-4) E. J. Bannvart (2) R. M. Biow (secy., Anna Hauptman (asst. secy.)		
BIRNIE, JR., INC., JAMES Atlantic Life Bldg., Richmond, Va.	J. Birnie, Jr. (1-3) F. G. Christian (2)	F. G. Christian (4) J. Birnie, Jr. (5)	C. E. Woodroof (6)
BISBERNE ADVERTISING COMPANY a 58 East Washington St., Chicago, Ill.	M. Bernstein (1) E. B. Freud (2)	W. H. Buthman (4)	R. Bernstein (6) M. Bernstein (7)
BLACK AGENCY, W. L. Medical Arts Bldg., Reading, Pa.	W. L. Black (1) Steven Vernon (3)	Richard Kurr (4) Wm. Deiner (5)	S. S. Snyder (6)
BLACKETT-SAMPLE-HUMMERT a-e 221 North LaSalle St., Chicago, Ill.* 247 Park Ave., New York City 326 East Main St., Lakeland, Fla.	H.M. Dancer (1) Vaughn Jones (3)	R. Jordan (5) A. Armstrong	Jack Loucks (6) J. J. Neale (8)
BLACKSTONE COMPANY, THE 221 West 57th St., New York City	M. Blackstone (1) J. Steiner (asso.-2) Theo. Nathan (2) Jack Steiner (3)	Walter Miles (5)	G. B. Berju (6) Theo. Nathan Jack Steiner (8)
BLAINE-THOMPSON COMPANY, INC., THE a-e 234 West 44th St., New York City	Myer Lesser (1-4) J. J. Shubert (2) Joby Adams (3)	J. A. Lannon (5)	A. L. Lesser (7) Marlo Lewis (8)
BLAKER ADVERTISING AGENCY, INC. a-e 120 East 41st St., New York City	Henry B. Seel (1) Margaret Thiely (3)	Margaret Thiely (5)	Jean Zipser (6)
BLAKSLEE ADVERTISING AGENCY, CLARE e Box 31, East Lansing, Mich.	Clare S. Blakslee (1)		
BLOCH ADV. AGENCY, ADOLPH L. a-e Graphic Arts Bldg., Portland, Ore.	A. L. Bloch (1) E. M. Stone (3)	Ruth Bracken (4)	A. L. Bloch (6) Carvel Nelson (7) Martha Carlin (8)
BLOCH ADV. AGENCY, H. GEORGE f 409 Shell Bldg., St. Louis, Mo.	H. Geo. Bloch (1) Dorothy McCaskill (3)	Norma J. Meyer (research & pub.)	
BLODGETT COMPANY, HARVEY University & Wheeler Aves., St. Paul, Minn.	H. A. Blodgett (1-3)		
BLUM ADV. CORP., CHARLES a-e-f-h 1120 Spruce St., Philadelphia, Pa.			
BLUM'S ADVERTISING AGENCY e 809 Mission St., San Francisco, Calif. 1227 South Olive St., Los Angeles, Calif.	Jean Blum (g.m.) R. Clement (3)	Dan Adair (5)	R. Clement (6) W. Morgenstern(7) Marshall Blum Carl Dahlgren
BOLTON ADVERTISING COMPANY, THE 4801 Connecticut Ave., Suite 524, Washington, D. C.	Paul H. Bolton (1) R. L. Bolton (2)	Robt. L. Clark (5)	Paul H. Bolton (6)
BONSIB ADVERTISING AGENCY a-e-f 702 Old First Bank Bldg., Fort Wayne, Ind.	L. W. Bonsib (1) M. A. Bonsib (2)	H. Stebbins (5)	L. M. Bonsib (6-7-8)
BORGATTI, INC., JOSEPH J. 80 Boylston St., Boston, Mass.	J. J. Borgatti (1)		
BOTHWELL ADV. AGENCY, W. EARL a Standard Life Bldg., Pittsburgh, Pa.	W. E. Bothwell (1) Clark Glenn (3)	Peg McMeekin (4) J. M. Arnold, Jr. (5)	T. H. Black, Jr. (6) H. B. Trautman (8-dir.) Virginia Bothwell (research dir.)
BOTSFORD, CONSTANTINE & GARDNER a-e-f-h 115 Southwest Fourth Ave., Portland, Ore. 814 Second Avenue Bldg., Seattle, Wash. 350 Russ Bldg., San Francisco, Calif. 621 South Hope St., Los Angeles, Calif.	D. M. Botsford (1) C. P. Constantine (2) Arnold K. Johnson Ray Andrews F. Coykendall M. W. Manly Burton Durkee S. G Swanberg Hazel W. Smith Wm Cline Elizabeth Eyerly		
BOWMAN & BLOCK, INC. 834 Rand Bldg., Buffalo, N. Y.	A. A. Bowman (1)	N. J. Block (treas.)	
BOWMAN, DEUTE, CUMMINGS, INC. a-e-f-h 215 Market St., San Francisco, Calif.			
BOYD SYSTEM, THE Heurich Bldg., Washington, D. C.	James S. Boyd (p) L. L. Raymond		
BOYER'S ADVERTISING AGENCY 1521 Riverside Ave., Muncie, Ind.	R. B. Whinrey (m)		
BOYNTON ADVERTISING AGENCY, INC., THE HENRY P. Advance Bldg., Cleveland, Ohio	H. P. Boynton (1)	Bert Van Dellen (5)	
BOYNTON, STANLEY G. (AIRCASTERS) 424 New Center Bldg., Detroit, Mich.	S. G. Boynton (1) L. C. Boynton (2) J. Burbank (3)		J. Burbank (6) S. G. Boynton (7-8) J. Burbank
BOZELL & JACOBS a-e 1010 Hearst Square, Chicago, Ill. 411 Traction Terminal Bldg., Indianapolis, Ind. Seventh Floor, United Gas Bldg., Houston, Tex. 813 Thomas Bldg., Dallas, Tex.	Leo B. Bozell (e & p-1) M. E. Jacobs F. C. Miller (g-m) Clifton Pfeiffer (3)	E. W. Edwardson (4) J. K. Billings (5)	Jack Daw (7) Walter Pfeiffer R. H. Wenzberg S. B. Botter C. A. Gallup J. W. Breen (8)
BRANDEWIEDE, JR. ADV. AGENCY, WM. 3171 Ohio Ave., St. Louis, Mo.	W. Brandewiede, Jr. (e)		
BRADFORD & COMPANY 1220 Madison Ave., Toledo, Ohio	H. F. Bradford (o) B. Heinlein (3)	Geo. Jensen (5)	
BRADLEY ADVERTISING, PHIL e 710 Pence Bldg., Minneapolis, Minn.	Phil Bradley (1)	Milo Shoop (5)	
BRAITSCH ADVERTISING, ARTHUR a-e-f 1017 Hospital Trust Bldg., Providence, R. I.			J. A. Lorimer (6) A. Braitsch (7) J. A. Lorimer A. Braitsch (8)
BRANDT ADVERTISING CO. a-e-f 1946 Daily News Bldg., Chicago, Ill.	E. S. Brandt (1) A. M. Lasnier (2) W. H. Brandt (3)	E. Petermichel (5)	
BRANDT, INC., RICHARD T. f 3620 Perkins Ave., Cleveland, Ohio	R. T. Brandt (1) M. Catherine Dietz (2-3)	R. T. Brandt (4)	R. T. Brandt (6-7)
BRANTLEY ADV. AGENCY, THE J. CARSON. Post Bldg., Salisbury, N. C.	J. C. Brantley (o-1) A. R. Monroe (s-t) A. N. Cheney (3)	J. C. Brantley (4) Gladys Dudley (5)	A. N. Cheney (6-7-8) J. C. Brantley (7-8)
BREARLEY SERVICE ORGANIZATION a 11 East 44th St., New York City	H. R. Gall (1-4) Dorothy Hagen (s)		
BREESE ASSOCIATES, MURRAY 12 East 41st St., New York City	Murray Breese (1)		
BRENNAN ADVERTISING AGENCY 701 Kirby Bldg., Houston, Tex.	J. E. Brennan (1) V. S. Brennan (2) Jane Bryan (3)	J. E. Brennan (4) Harris Goode (5) L. Broussard (asst. sup.)	J. E. Brennan (6) V. S. Brennan (8)
BRESNICK AND SOLOMONT a-e-f 120 Boylston St., Boston, Mass.	O. Bresnick (p) C. L. Solomont C. L. Solomont (3)	F. C. Gardner (4) C. L. Solomont (5)	O. Bresnick (6-7-8) Joseph Blue A. A. Cohen (6-7) G. J. M. Riesman (7-8)
BRETH, INC., R. C. e 310 Pine St., Green Bay, Wis.	R. C. Breth (1) A. W. August (2) Russell Spoor (3)	R. C. Breth (4)	R. C. Breth (6-7-8) Russell Spoor (7)
BRIDGE COMPANY, THE HARRY P a-e-f Real Estate Trust Bldg., Philadelphia, Pa.	H. P. Bridge (1) W. S. Chittick, Jr. (2)	F. A. Babcock (5)	
BRIGGS & VARLEY, INC. a-e 14 East 48th St., New York City	Tom Varley (1-4) J. W. Lee (2) David Lewis (secy.)		J. W. Lee (7)
BRISACHER, DAVIS AND STAFF a-e Crocker Bldg., San Francisco, Calif.* Petroleum Securities Bldg., Los Angeles, Calif.	E. Brisacher (1) R. T. Van Norden (2) Sophie Jakobsen(3)	Ettore Firenze (5)	Eva Ross (6)
BROADCAST ADVERTISING, INC. 8 Newbury St., Boston, Mass.	J. E. Murley (1)	J. J. Manning (4)	J. J. Manning (6) J. E. Murley (7) Marjorie Mills (8) Carolyn P. Fuller E. P. Gieringer
BROILES COMPANY, ROWLAND b-e-f 616 Dan Waggoner Bldg., Fort Worth, Tex.	R. Broiles (1) J. R. McCarty (2-asst. mgr.) J. F. Lively (3-5) Dorothy Ramsey (secy.) Harry Styles (3)		Dorothy Ramsey (6-8) Deloris Southard R. Broiles (7) J. R. McCarty
BROOKE, SMITH, FRENCH & DORRANCE, INC. a-e-f-h 347 Madison Ave., New York City	Sturges Dorrance (ch. of bd.) W. S. French (1) G. C. Smith (s-t) C. W. Brooke (2) H. M. Overstreet (2) H. E. Pengel, Jr. (2-mgr., media dept.)	W. A. Adrianse, Jr. (5)	
BROOKE, SMITH, FRENCH & DORRANCE, INC. a-e-f-h 82 E. Hancock, Detroit, Mich.	Sturges Dorrance (ch. of bd.) W. S. French (1) G. C. Smith (s-t) C. W. Brooke (2) C. C. Wilmot J. G. Williams W. C. Ayers Blount Slade Herbert R. Bayle (mgr., med. dept.) Fred P. Zick (3) Wm. Miller	Eldea Rothe (5) Richard Reins Z. Karchevski	
BROOKS ADV. AGENCY, S. M. a-b-e Fourth Floor Union National Bank Bldg., Little Rock, Ark.	S. M. Brooks (1) E. L. Saunders (2) E. L. Saunders (3)	A. H. Allen, Jr. (4) Florence Reese (5)	Jeanette A. Dunn (6) B. J. Estrada (6)
BROOKS ADVERTISING AGENCY a 416 West Eighth St., Los Angeles, Calif.	A. R. Brooks (1)		A. R. Brooks (6) M. Jackson (7)
BROOKS COMPANY, ROBERT H. a-b-e-f Boyle Bldg., Little Rock, Ark.	R. H. Brooks (1) L. B. Pringle (3)		
BROOMFIELD-PODMORE ADVERTISING 309-10-11 Commonwealth Bldg., Trenton, N. J.	L. Broomfield (1) G. R. Podmore (2) F. T. Wood (3)	G. R. Podmore (5)	L. Broomfield (7) O. W. Swartley
BROTHER & COMPANY, INC. D. P. a-e-f-h 8-149 General Motors Bldg., Detroit, Mich.	D. P. Brother (1) C. Hatch, Jr. (2) C. Georgi, Jr. (3)	Wynn Belford (5)	Carl Georgi, Jr. (6) C. Hatch, Jr. (7) T. F. Campbell J. S. Howell
BROUGHTON ADV. AGENCY, AVERELL f 580 Fifth Ave., New York City	A. Broughton (1)		L. Dorothy Garrett (6)
BROWN AND GRAVENSON 1265 Broadway, New York City	F. W. Gravenson (p) S. M. Brownstein		
BROWN & CO., C. FRANKLIN h 20 North Wacker Drive, Chicago, Ill.	C. F. Brown (o-1) A. H. Kelch (3)		

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 152*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
BROWN ADVERTISING AGENCY, E. H. *a-e-f.* 933 Merchandise Mart, Chicago, Ill.	E H. Brown (1)... J. B. Allen (2) D. E. Meintzer (3)	F. J. O'Connell (4). John Kelly (5)	E. H. Brown (7) J. B. Allen Irving R. Allen H. Schneiderman S. E. Peterson L. H. Harvey R. W. Berberick C. S. Petersen Joe Bumgarner R. A. Burleigh
BROWNE ADVERTISING, BURTON..... 150 East Superior St., Chicago, Ill.	B. Browne (1)..... J. L. Browne (2) E. A. Morrow (3)	J. C. Callahan (4). G. Don Ball (5)	E. Beith (6) Burton Browne (7) Paul D. Bezasian J. C. Callahan (8)
BROWNE, LTD., T. B..... 551 Fifth Ave., New York City London, England* Branch offices: Sydney, Australia	Lt. Col. T. B. Browne (ch. of bd.) C. M. Browne (v.-ch. dir.) Lt. Col. J. T. Perowne (dir.) G. A. Castle (advisory dir.) Robert Duncan (dir. & gen. mgr.) Maj. R. B. Browne (dir.) Maj. C. H. Browne (dir.)	.....	Wm. Hopkinson (res. mgr., 6-7)
BROWN ADVERTISING AGENCY *f*..... 422 Everett Bldg., Akron, Ohio	Don Brown (1)..... D. E. Smith (secy.)	.....	.....
BROYLES COMPANY, GALEN E *a-e*..... Midland Savings Bldg., Denver, Colo.	G. E. Broyles (1)..	.....	D. O. Collins (7)
BRUCK ADVERTISING CORP., FRANKLIN *a*. 1270 Sixth Ave., New York City	F. Bruck (1)..... M. Heineman (t) M. J. Kleinfeld (s)	.....	.....
BRYAN & BRYAN ADVERTISING *b-e-f*..... 430 Giddens-Lane Bldg., Shreveport, La.	.....	.....	C. W. Bryan (p-7) M. L. Bryan
BRYANT ADVERTISING *e*..... 919 N. Michigan Ave., Chicago, Ill.	J. E. Bryant (1)... M. Van Duzer (3)	M. Van Duzer (5).	.....
BUCHANAN & COMPANY, INC. *a-e-f-h*..... 1501 Broadway, New York City* 427 West Fifth St., Los Angeles, Calif. 919 North Michigan Ave., Chicago, Ill. 406 Montgomery St., San Francisco, Calif.	T. S. Buchanan (p). J. Herts, Jr. (ex-2) C. J. Wright (3)	J. Dunn (4)..... J. Van Orman (5)	S. Schaefer (6) J. Wyatt (8)
BUCHANAN & COMPANY, INC. *a-e-f-h*..... 427 West Fifth St., Los Angeles, Calif. 406 Montgomery St., San Francisco, Calif.	T. S. Buchanan (1) F. M. Jordan (2) (Pac. Coast mgr.) Calvin Wood (3)	Cedric W. Tarr (4). G. W. Hall (5)	Calvin Wood (6) F. M. Jordan (7) Cedric W. Tarr Ray Randall J. K. Wood
BUCHANAN-THOMAS ADV. COMPANY *a-e-f*.. 412 South 19th St., Omaha, Neb.	C. C. Buchanan (p) L. H. Thomas	.....	G. H. Lindley (6) R. R. Foster (7) W. M. Gail A. J. Reinemund(8)
BUCHEN COMPANY, THE *a-e-f-h*..... 400 West Madison St., Chicago, Ill.	Walter Buchen (1). Fergus Mead (2) Leon Morgan Thomas Hodge (3)	W. H. Baers (4)... Wilbur Smart (5)	C. W. Fisher (6)
BULL, INC., J. C. *a-f*..... 101 Park Ave., New York City	J. C. Bull (1)..... S. Page Bull (2-3)	W. Westervelt (5).	R. H. Gibney (7)
BUNKER AND DOWNING, INC..... Schmidt Bldg., Cincinnati, Ohio	John Bunker (1).. R. D. Downing (2) R. Zuker (3)	John Bunker (4)...	R. D. Downing (6-7-8) John Bunker (7)
BURNET-KUHN ADV. COMPANY *a-e*..... 520 North Michigan Ave., Chicago, Ill.	Paul R. Kuhn (1). F. J. Woods (2)	P. D. Simons (5)..	J. H. Kristof (6)
BURNETT COMPANY, INC., LEO *a-e-f-h*..... 360 North Michigan Ave., Chicago, Ill.	Leo Burnett (1)... D. O'Kieffe (2) John Demko (3)	D. O'Kieffe (4).... John Olson (5)	E. R. Gamble (6) Paul C. Harper (7) Norman LeVally Andrew Duncan James Love Burke Herrick (8)
BUSE ADVERTISING, ELLIOTT..... 11-A Baltimore Life Insurance Bldg., Baltimore, Md.	Elliott Buse (1)... Lois Demme (3)	Elliott Buse (4)... Stuart Hollis (5)	Elliott Buse (6)
BUSH ADV. AGENCY, RICHARD C..... 902-3 Professional Bldg., Waco, Tex.	R. C. Bush (1).....	.....	.....
BUSWELL ADVERTISING AGENCY *e*..... 1028 Lay Blvd., Kalamazoo, Mich.	J. H. Buswell (o)..	.....	.....
BUTLER ADVERTISING AGENCY..... Hickory Hill, R. D. 2, Everett, Ohio	L. H. Butler (1)... Van D. Butler (2)	Don Peck (5).....	.....
BYER & BOWMAN ADV. AGENCY *a-e-f*..... 203 East Broad St., Columbus, Ohio	.....	.....	.....

C

CABOT & CO., INC., HAROLD *a-e-h*..... 24 Milk St., Boston, Mass.	H. Cabot (1-4)..... D. D. Douglass (2) H. W. Patterson R. P. Holland J. E. Kennedy G. R. Griffin J. L. O'Brien (3)	H. Cabot (4)..... G. R. Griffin (5)	J. L. O'Brien (6) Lillian Heap (6-8) Harold Cabot (7) D. D. Douglass J. E. Kennedy Russell Hunt William Ganick Edward Chase
CAIRNS & COMPANY, JOHN A. *a-e-f*..... 45 East 17th St., New York City	John A. Cairns (p). Joseph H. Smith Abraham Fisher	T. C. Neary (5)...	Blanche L. Stearns (6) H. C. Colby (8)
CALDWELL-BAKER COMPANY, INC., THE *a-e-f*..... Merchants Bank Bldg., Indianapolis, Ind.	H. C. Caldwell (1). C. M. Aldred (2) E. F. Beam (3-a.t.)	C. M. Aldred (4).. B. W. Connelley (5)	Earl F. Beam (6)
CALHOUN ADVERTISING AGENCY..... 315 Colorado Bldg., Denver, Colo.	B. A. Ohlander (o-1)	.....	B. A. Ohlander (6)
CALIFORNIA ADVERTISING AGENCY..... 438 Chamber of Commerce Bldg., Los Angeles, Calif.	W. Van de Kamp (1)	.....	.....
CALKINS & HOLDEN *a-e-f*..... 247 Park Ave., New York City 333 North Michigan Ave., Chicago, Ill.	J. S. Smith (1).... J. A. Clarke (2) R. P. Clayberger (secy.-treas.) E. J. Gormley (3)	G. F. Thomson (4). W. Geoghagen (5)	J. J. Griffin (6) Henry M. Bailey All Officers & (7) H. M. Schmeck F. J. Fitzgerald Roger Brown (8) Cary Denny
CAMPBELL DURHAM VON OLM COMPANY. 6035 Northwest Highway, Chicago, Ill.	A. L. Campbell (1-ch. of bd.) Oscar Lewis (ex.-2) M. O. Campbell (secy.-treas.) Sam Gilbert (3)	J. D. Thompson (4) Geo. A. Colton (5)	Herbert Stanley (6) Oscar Lewis (8)
CAMPBELL-EWALD COMPANY *a-e-f-h*..... Thirteenth Floor General Motors Bldg., Detroit, Mich.* 1200 Carbide & Carbon Bldg., Chicago, Ill. 10 Rockefeller Plaza, New York City	H. T. Ewald (1-ch. of bd.) R. H. Crooker (ex.-2) W. W. Lewis (2-g.m.) J. H. Neebe (2) R. F. Field E. W. Clements J. J. Hartigan Colin Campbell (3)	P. L. Atkinson (4). H. Davidson (5)	J. J. Hartigan (6) R. H. Crooker (7) J. H. Neebe R. F. Field E. W. Clements W. Paul Stewart W. W. Schweikart Karl Pittelkow R. F. Mannay J. H. Neebe (8)

A Revolution in Camera Design

UNIVERSAL SERVICE CAMERA

ADAPTABLE TO YOUR SPECIAL REQUIREMENTS FOR ALL PRACTICAL PHOTOGRAPHIC PURPOSES--SUPERCEDES ORTHODOX CAMERAS--ECONOMICAL IN FLOOR SPACE--FOR DARK-ROOM OR GALLERY WORK

For every Photographic Process where copy is reproduced by the use of lenses from microscopic images to enlargements up to 36". Useful in all industries where photographic records are needed for any purpose — Offices, Hospitals, Libraries, Schools, Banks, Factories, Printing Plants.

For Color and Monochromatic Photography Where Precision, Quality, Speed, and Convenience Are Desirable

A New Optical Instrument

STRAIGHT LINE IMAGE REVERSER

FOR ALL SIZES OF LENSES AND PHOTOGRAPHIC METHODS EFFECTING ECONOMIES IN TIME AND MATERIAL COSTS

Enlarged or Reduced
Reverse Negatives
Left to Right, Head
Up, same as copy
Large or Small
Reverse Copy

White to Black
on Photo Paper
Stripping films avoided
Face to Face
Contact Images
Finest Quality Prints

Perfect Register • No Distortion
No Absorption of Light • Color Separation
Line Work • Halftone • Continuous Tone

HUEBNER LABORATORIES

305 East 46th Street New York, N. Y.

Anticipating Useful and Needed Developments for the Graphic Arts Since 1906

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 153*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
CAMPBELL-EWALD COMPANY, INC., EASTERN DIVISION *a-e-f-h* 10 Rockefeller Plaza, New York City	F. D. Richards (1-g. m.) W. E. Blodgett (ex.-2) D. W. Beurmann (2) L. B. Dudley T. Park Hay J. L. Spencer P. A. Brown (3)	Hugo Parton (4) W. A. McNabb (5)	E. A. Elliott (6) J. J. Cochran (7) Elmo Ecker James Mackay A. R. Nickel W. B. Pennebaker John E. Roberson W. E. Blodgett L. B. Dudley T. Park Hay D. W. Beurmann (8)
CAMPBELL-MITHUN, INC *a-e-f* 1370 N. W. Bank Bldg., Minneapolis, Minn. 607 Palmolive Bldg., Chicago, Ill.	R. B. Campbell (1) R. O. Mithun (1) G. C. Mohlke (3)	Elaine Norden (4) Walter Taube (5)	R. E. Pendergast (6) Verna Westerdahl B. Ferguson (7) Lester J. Will Walter Hopkins B. E. Howard J. K. Mortland Jack Rheinstrom Louis Knopp (8)
CAMPBELL & REYNOLDS ADV. AGENCY 43 East Ohio St., Chicago, Ill.	L. J. Reynolds (p). F. R. Campbell, Jr.	K. Boehnert (5)	L. J. Reynolds (6-7-8) F. R. Campbell, Jr.
CAMPBELL-SANFORD ADV. COMPANY *s* 1105 Chester Ave., Cleveland, Ohio* 342 Madison Ave., New York City 608 South Dearborn St., Chicago, Ill. 1922 Linwood Ave., Toledo, Ohio	G. H. Campbell (1) J. P. Garlough (2) R. J. McFarlin (3)	M. H. Dye (5)	G. H. Campbell (6) Jay P. Garlough L. J. Kraft (7) R. L. Sisson D. E. McGuiness
CANTOR, SOLIS S. *f* 1600 Walnut St., Philadelphia, Pa.	Solis S. Cantor (1). Edna Shaw (3)	W. F. Greenfield (5)	H. Kurtsman (7) Sylvia James (8)
CAPLES COMPANY, THE *a-e* 535 Fifth Ave., New York City 225 East Erie St., Chicago, Ill. 1504 Dodge St., Omaha, Neb. 412 West 6th St., Los Angeles, Calif.	R. C. Caples (1) A. Woodley (ex.-2) J. E. Erickson (2) H. G. Bullock L. M. Branch R. N. Hartsing (2-treas. & secy.) John B. Fair (3) (New York) A. G. Almon (Chicago)	Jewett Allen (5) (New York) B. H. Larsen (Chicago)	R. D. Folster (6) (New York) Walter E. Gibson (Chicago) J. E. Erickson (7) H. G. Bullock L. M. Branch L. J. Feeney Geo. McCulloch Patrick Shannon John B. Gray
CARPENTER ADV. AGENCY, THE *a-e-f-h* 850 Euclid Ave., Cleveland, Ohio	A. J. Carpenter (1). J. J. Marquart (3)	A. J. Carpenter (4). J. Roy Grove (5)	F. F. Lamorelle (7) V. J. Siena Will McAdam A. J. Carpenter
CARTER ADV. SERVICE, L. C. 370 West 35th St., New York City			Mrs. S. Warren (6)
CARTER, JONES & TAYLOR *a-e-f* 512-517 Associates Bldg., South Bend, Ind.	R. E. Jones (1) J. W. Taylor, Jr. (ex.-2) L. J. Carter (2) James McCray (3)	L. L. Petersen (4). B. Greenblatt (5)	R. E. Jones (6-7-8) J. W. Taylor, Jr. Lincoln J. Carter Paul A. Fergus
CARTER-OWENS ADV. AGENCY, INC. *a-e-f-k* 609 Minnesota Ave., Kansas City, Kan.*	C. W. Carter (1). Ralph Miller (3-5)	Bettie Merrill (4)	F. V. Klemp, Jr. (6) C. W. Carter (7) W. G. Rowe J. E. Herndon
CARY-AINSWORTH, INC. *a-e-f* 908-10 Liberty Bldg., Des Moines, Iowa	R. H. Cary (1) D. Ainsworth (2) H. Wierwill (3) Evonne Kordick (s)		R. H. Cary (6-7-8) H. Wierwill (6-7) Evonne Kordick(8) (timebuyers)
CASTELLO, RAYMOND L. 17 Copley Terrace, Pittsfield, Mass.			R. L. Castello (6)
CAVALLY ADV. AGENCY, FREDERICK L. 514 Main St., Cincinnati, Ohio	F. L. Cavally (1)		Mortimer Bye (8)
CECIL & PRESBREY, INC. *a-e-h* 247 Park Ave., New York City	Jas. M. Cecil (1). Ed. Noakes (2) H. L. Kneeland T. P. Mahoney (3)	L. F. Triggs (4). E. M. Anderson (5)	Harry Parnas (6-8
CEDER, REX *e-f* 151 East 92nd St., New York City	Rex Ceder (o)		
CENTRAL ADV. CORPORATION *a-e* 420 Board of Trade Bldg., Indianapolis, Ind.	G. V. Smith (1). G. L. Smith (2)	G. V. Smith (4). G. Kristufek (5)	G. L. Smith (6) G. V. Smith (7) Ernest Cohn M. Hamilton H. B. Smith (8)
CENTRAL ADVERTISING SERVICE, INC. *e* 45 West 45th St., New York City	L. Britwitz (1) A. Fried (3)	L. Britwitz (4) A. Fried (5)	L. Britwitz (6-7) John P. Donlon Martin Levine
CENTURY ADVERTISING AGENCY, INC. 1307 Industrial Bank Bldg., Detroit, Mich.	S. M. Epstein (1). V. Scally (2)	E. Grauer (5)	V. Scally (6-8) S. M. Epstein (7-8) V. Scally E. B. Grauer, Jr.
CHADWICK & HARRIMAN, INC. *a* 400 West Madison St., Chicago, Ill.	H. W. Chadwick (1) R. L. Harriman (2)	F. Gallagher (3). R. L. Harriman (4)	H. W. Chadwick (6)
CHAMBERS & WISWELL, INC. *a-e* 38 Newbury St., Boston, Mass.	G. J. Chambers (1) J. K. Kennedy (2) G. C. Wiswell (treas.) C. H. Bradley, Jr. (3)	R. Flanagan (5)	J. K. Kennedy (6) G. C. Wiswell (7) G. J. Chambers James A. Silin R. M. Mason C. H. Bradley, Jr.
CHESMAN COMPANY, NELSON 403 Hamilton Trust Bldg., Chattanooga, Tenn.	H. Tritschler (1). J. E. Fontaine (2) Frank Walsh (3)	Frank Walsh (4). J. W. Landers (5)	Sara M. Kelly (6) H. Tritschler (6-7-8) J. E. Fontaine (7-8) Frank Walsh (8)
CHICAGO UNION ADVERTISING AGENCY *e* 20 West Jackson Blvd., Chicago, Ill.	J. L. Wade (1-3). M. V. Wade (2)	Simon Levin (4-5)	J. L. Wade (6-7) Simon Levin (6-7-8)
CHILTON ADV. AGENCY *b* 3836 Turtle Creek Dr., Dallas, Tex.	A. L. Chilton (1). L. H. Chilton (2-3)		A. L. Chilton (6)
CHIRURG COMPANY, JAMES THOMAS (INC.) *a-f-h* 31 St. James Ave., Boston, Mass.	J. T. Chirurg (1). K. A. Kendall (1)		
CHURCH GREEN COMPANY, THE *a-e* 248 Boylston St., Boston, Mass.			
CLANCY COMPANY, ROCKWELL F. 75 East Wacker Drive, Chicago, Ill.	R. F. Clancy (1). D. L. Hughes (2) G. N. Alderson (3)		
CLARK ADV. AGENCY, DARWIN H. *a-e-f* 541 South Spring St., Los Angeles, Calif.	D. H. Clark (1)		Louise Snyder (6) D. H. Clark (7) M. L. Gowans
CLARK, INC., C. P. *a-b-e-f-g* 2411 West End Ave., Nashville, Tenn.	C. P. Clark (1). D. G. Goodwin (secy.-treas.)	Robert Boyd (5)	D. G. Goodwin (6-7) C. P. Clark (7-8) R. Johnston (7)
CLEMENTS COMPANY, INC., THE *a* 1601 Chestnut St., Philadelphia, Pa.	L. W. Clements (1). R. G. Cummins (3)	E. D. Masterman (4) S. F. Squire (5)	K. E. King (6) Alice Clements (8)
CLINE ADVERTISING SERVICE *s* 312 First National Bank Bldg., Boise, Idaho	Win Cline (p-m). John Greenlee (asst. mgr.) Ted Brook (3)	Carl Hoobing (5)	Flora Aldape (6)
CLINE, ELMER L. *a* 22 East 40th St., New York City	Elmer L. Cline (o). H. V. Julier (2)	Wm. R. McCarrol (5)	H. V. Julier (6-7) E. L. Cline (7)
COLE, ADVERTISING, L. C. *e-f* 156 Montgomery St., San Francisco, Calif.	L. C. Cole (o). E. Anderson (3)	J. L. Wickstrom (5)	
COLE & CO., INC. *a-b-e-f* 1500 Sterick Bldg., Memphis, Tenn.	Lester W. Cole (1). B. L. Cohn (2) L. Lacey (3)		

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
COLE'S, INC. *a-e-f-g* 720 Grand Ave., Des Moines, Iowa	James L. Cole (1). A. T. Cole (3)		James L. Cole (6-7) A. T. Cole
COLLE COMPANY, ALFRED *e-f* 500 South Seventh St., Minneapolis, Minn.	Alfred Colle (o). J. H. Anderson (3)	Alfred Colle (4). R. Elstad(5)	J. H. Anderson (6) Alfred Colle (7) Kirk McVoy
COLLEGIATE SPECIAL ADV. AGENCY, INC. 110 West 40th St., New York City	M. S. Rutsky (1)		
COLMAN COMPANY, THE 1170 Phelan Bldg., San Francisco, Calif.	Niles S. Colman (1) G. M. Colman (3)		
COLTON COMPANY, WENDELL P. *a-e-f-h* 122 East 42nd St., New York City 80 Federal St., Boston, Mass.	W. P. Colton (1). W. J. McDonald (2) P. J. McAward W. B. Downes W. P. Colton, Jr. G. F. Baird (3)	Roger Joslyn (4-5)	A. F. Dermody (6) Arthur C. Linge W. P. Colton (7) P. J. McAward W. J. McDonald W. P. Colton, Jr. W. B. Downes Wm. J. McDonald (8)
COMER ADVERTISING CO., RUSSELL C. *e* Land Bank Bldg., Kansas City, Mo.	R. C. Comer (1). J. C. Fehlandt (2)		
COMMERCE AGENCY, INC. 1457 Broadway, New York City	Joseph Kesler (1). J. Martin (3)		P. Jackson (6) Miss Pat Kelly (7) Joseph Keene Hortense Karger (8)
COMMERCIAL ADV. AGENCY, INC. *e-f* 600 South Michigan Ave., Chicago, Ill.	E. A. Gebhardt (1) W. I. Brockson (2) Elis. MacKay (3)	L. M. Williams (4) F. Livingston (5)	E. A. Gebhardt (7) W. I. Brockson
COMPTON ADVERTISING, INC. *a-e-f-h* 630 Fifth Ave., New York City	Richard Compton (1)		
CONCORD ADVERTISING 152 West 42nd St., New York City	H. Minkoff (1). Ruth Blumenfeld (2) E. Abramson (3)		H. Minkoff (6-7) Ruth Blumenfeld (7)
CONDON COMPANY, INC., THE *s* 1021 Washington Bldg., Tacoma, Wash.	R. A. Smith (1). V. Kaufman (2) H. R. Smith (3-a.t.)	V. Kaufman (4). S. Wood (5)	R. A. Smith (6-7) H. R. Smith V. Kaufman (6-7-8)
CONNELLY COMPANY, THE 30 North La Salle St., Chicago, Ill.	W. H. Connelly (1). J. C. Connelly (2)	V. E. Connelly (4).	W. H. Connelly (7) V. E. Connelly (8)
CONNER ADV. AGENCY, INC. *a-e-f-h* Third Floor, RKO Bldg., Denver, Colo.	C. R. Conner (1). W. H. Wagner (2) C. E. Brace (3)	F. Parkhill (4)	C. E. Brace (6) E. E. Tanner (6) C. R. Conner (8)
CONNER COMPANY, THE *e-f* 116 New Montgomery St., San Francisco, Calif.	E. W. Conner (1). R. W. Conley (2) F. H. Henning (3)	R. W. Conley (4)	
CONOVER COMPANY, S. A. *a-e-f-h* 75 Federal St., Boston, Mass.	S. A. Conover (1). A. H. Clime (2) A. H. Clime (3-4-5)		Claire A. Sullivan (6-8) S. A. Conover (7) A. H. Clime T. K. Spitzer (6) C. L. Rothschild (7)
CONSOLIDATED ADV. AGENCY, INC. 341 Madison Ave., New York City	C. L. Rothschild (1) I. Weisfeld (3)	John Russo (5)	
CONTINENTAL ADVERTISING ASSOCIATES 41 Union Square, West, New York City	R. L. Kendell (3)		
COOLIDGE ADVERTISING CO. *a-e-f-h* 308-311 Insurance Exchange Bldg., Des Moines, Iowa	P. Blakemore (1). H. Kroeger (2) N. E. de Reus (3)	Don Brown (5)	
COOPER ASSOCIATES, A. E. Monroe, N. Y.	A. E. Cooper (1-4). L. N. Cooper (2) R. G. Staff (3)	S. Snyder (5)	
COPLEY ADVERTISING AGENCY *e-f* 806 Park Square Bldg., Boston, Mass.	A. J. Cucchiara (1) D. W. Voss (2-4.) E. Benway (3)	Dan Greene (4). D. H. Dye (5)	A. J. Cucchiara (6-7-8) D. W. Voss (7) Dan Greene
CORE CO., GUY C. *a-e-f* Reynolds Bldg., Jackson, Mich. 630 Oxford Rd., Ann Arbor, Mich.	Guy C. Core (1). N. T. Brotherton (2) J. F. MacFadden (3)	C. A. Barker (5)	H. J. Core (6) Guy C. Core (7) N. T. Brotherton
COTTER ADVERTISING AGENCY *a* 120 Boylston St., Boston, Mass.			
COTTIN INCORPORATED, LOUIS M. *f* 415 Lexington Ave., New York City	J. Gronfein (1). L. M. Cottin (a.t.) Rita Schulick (3)	Sidney Weiss (5)	
COUCHMAN ADVERTISING AGENCY *e* 86½ Highland Park Shopping Village, Dallas, Tex.	A. Couchman (o)		
COULTER-MUELLER-GRINSTEAD 716 Majestic Bldg., San Antonio, Tex.	R. G. Coulter (p). D. Grinstead (p-2-3)	R. G. Coulter (4). D. Grinstead (5)	R. G. Coulter (6-8)
COVENT COMPANY, ADVERTISING, THE 40 East 49th St., New York City	E. Van Brunt (1). Wm. Solomon (2)		E. Van Brunt (7) Wm. Solomon
COWAN ADVERTISING AGENCY, THE 32-34 Cedar St., Bridgeton, N. J.	John A. Cowan (1-3)	Lee Robbins (5)	E. M. Johnson (6) L. S. Cholerton (7) M. M. Cowan (8)
COWAN & DENGLER, INC *a-e* 527 Fifth Ave., New York City	S. D. Cowan (1). H. W. Dengler (2) H. J. Griffin (3)	Wm. Sheldon (5)	Helen F. Bond (6-8) C. Cutajar (7)
COWEN ADV. AGENCY, MORTON H. *f* 221 North La Salle St., Chicago, Ill.	M. H. Cowen (o). H. M. Cornell (3)		M. H. Cowen (7) H. M. Cornell
COX ADVERTISING AGENCY, INC., J. P. *a* 101 Tremont St., Boston, Mass.	J. P. Cox (1)		J. P. Cox (6)
COX ASSOCIATES 60 East Euclid Ave., Detroit, Mich.	Florence E. Cox (1) C. H. Cox (2) C. Dunbargar (3)	Florence E. Cox (4) Edna Sudomier (5)	C. Dunbargar (6) Florence E. Cox (7)
CRAIG, ADVERTISING, JOHN GILBERT *e-f-k* 903 Shipley St., Wilmington, Del.	J. G. Craig (1-o). Elis. Gawthrop (3)	Kathleen Anderson (4) E. Hyland (5)	J. G. Craig (6-7) Ruth Craig (7) Kathleen Anderson (8)
CRAMER-KRASSELT CO., THE *a-e-f-h* 733 North Van Buren St., Milwaukee, Wis.	A. W. Seiler (1). H. N. Pasteur (ex.-2) H. T. Dyson (2) C. W. Faude A. J. Spoerl H. J. Fink (3)	L. J. Bailey (5)	L. H. Ness (6) H. T. Dyson (7) A. J. Spoerl C. W. Faude O. J. Blake C. H. Brehm H. E. Clark E. W. Robb W. A. Trispel M. R. Crossman
CRAMER-TOBIAS-MEYER, INC. *a-e* 515 Madison Ave., New York City	R. D. Tobias (1). Jac. Meyer (2) Goldalie Frank (3)	Ruth Goldberg (4). H. McDonald (5)	Helen Bryant (6) Ruth Goldberg Jacques Meyer S. W. Wiseberg P. Greenwald (7) Ben Culick M. M. Miller I. E. Faber George G. Meyer
CRAVEN & HEDRICK *a-e* 522 Fifth Ave., New York City	B. N. Craven (o). P. H. Hedrick		
CRIER ADVERTISING SERVICE, THE 1840 East 87th St., Cleveland, Ohio	Wm. V. Linas (1)		
CRITCHFIELD & COMPANY *a-e* 720 North Michigan Ave., Chicago, Ill.	S. S. Smith (1). E. P. Nesbitt (2) R. M. Cowing (3)	Wm. Forgey (4)	E. Greenboom (6) M. E. Blackburn (8)
CROLLY ADVERTISING AGENCY *a* 25 Bennett Bldg., Wilkes-Barre, Pa.	D. F. Crolly (1). C. B. Keiser (3)	C. B. Keiser (5). P. A. O'Neill (g.m.)	P. A. O'Neill (6-7) D. F. Crolly (7) C. B. Keiser (8)
CROOK ADVERTISING AGENCY *a-b-e* 711 Southwestern Life Bldg., Dallas, Tex.	W. W. Crook (o). J. P. Anderson (3)	J. P. Anderson (4)	Mrs. C. Overstreet (6)
CROOT COMPANY, INC., SAMUEL C. *a-e-f* 28 West 44th St., New York City	S. C. Croot (1). Thos. Carey (3)	S. C. R. Parkhurst (4) S. Gibson (5)	Louis E. Seaber (7) Thos. Carey D. B. Brant (7-8)
CRUTTENDEN & EGER *e-f* 64 E. Lake St., Chicago, Ill.	E. I. Eger (o)	H. J. Beier (5)	Leon Lewis (7) Geo. M. Stern
CUMMINGS, BRAND & McPHERSON *e-f* Gas-Electric Bldg., Rockford, Ill.	E. M. Cummings (1)	H. W. Harnquist (5)	E. M. Cummings (6) A. B. Brand (7) J. R. McPherson

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 154)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
CUNNING ASSOCIATES, EILEEN 153 East Sixty-first St., New York City	E. Cunning (1-3)	E. Cunning (4)	
CUNNINGHAM COMPANY, THE *f* 20 North Wacker Dr., Chicago, Ill.	R. D. Cunningham, Jr. (1) Al Kelch (3)	R. B. Crippen (5)	
CURTISS, INC., SPENCER W 1312 Circle Tower, Indianapolis, Ind.* 333 Building, Chicago, Ill.	S. W. Curtiss (1) H. A. Quinlan (2) W. K. Grimm (Chicago) A. C. Cutshall (3)	C. D. Cavett (4) Fred Stuhlman (Chicago) Robt. Wilson (5)	Robert C. Hey (6) S. W. Curtiss (7) H. A. Quinlan W. K. Grimm
CUSACK ADVERTISING AGENCY, C. F. 304 California Bldg., Denver, Col.	C. F. Cusack (1) Marion Johnson (secy.-treas.)	Frank Philips (5)	Mabel E. Gates (7) Herbert Kendig

D

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
DAKE ADV. AGENCY, INC. *a-e* 116 New Montgomery St., San Francisco, Calif.			
DAKE JOHANET ADV. AGENCY *a-e* 223 East Regent St., Inglewood, Calif.* 251 Kearny St., San Francisco, Calif.	F. W. Johanet (o)		F. W. Johanet (7) (Inglewood) C. C. Standefer (San Francisco)
DAKEN ADVERTISING COMPANY *e* 1417 4th Avenue Bldg., Seattle, Wash.	T. D. Daken (1) Wm. A. Prager (2)	Ruth Pando (5)	Bette J. Daken (6) T. D. Daken (8)
DAKOTA ADVERTISING AGENCY 318 Citizens Bldg., Aberdeen, S. D.	H. H. Fish (1)		
DAMRAU, M. D., FREDERIC and Professional Associates 247 Park Ave., New York City			
D'ARCY ADVERTISING COMPANY *a-e-f-h* Missouri Pacific Bldg., St. Louis, Mo.* Terminal Bldg., Cleveland, Ohio 515 Madison Ave., New York City P. O. Box 1734, Atlanta, Ga. 90 Broadview Ave., Toronto, Ont.	W. C. D'Arcy (1) J. F. Oberwinder (2) A. L. Lee (2-7) P. J. Orthwein H. H. Thurber S. P. Seward A. L. Steele (2-8) E. L. Zimmermann (3)	(4 Ass't Art Directors)	F. S. Ott (6) W. C. Jackman (7) J. B. Wilson
DAUGHERTY, INC., JIM *e* 706 Chestnut St., St. Louis, Mo.	J. Daugherty (1) J. Schmitt (2) R. L. Wunderlich (3)		J. Daugherty (8)
DAVID, INC., ADVERTISING AGENCY *a-e-f* First National Bank Bldg., St. Paul, Minn.	Q. J. David (1-t) R. H. David (secy.) O. H. Haugen (3)	R. H. David (5)	Q. J. David (7) R. H. David Angeline Clement (8)
DAVIDSON ADVERTISING AGENCY, ED. 310 S. D. Trust & Savings Bldg., San Diego, Calif.			
DAVIES AND McKINNEY INDUSTRIAL ADVERTISING AGENCY *f* 522 Erie Trust Bldg., Erie, Pa.			
DAVIS ADVERTISING AGENCY Suite 351, Starks Bldg., Louisville, Ky.	J. E. Davis (p) M. E. Patterson (3) M. L. Aronson Caryl Spiller (4) Sam Adkins		
DAVIS PRESS, INC., THE 44 Portland St., Worcester, Mass.	R. M. Spencer (1) W. P. Hudson (2) F. P. Dill (3)	Clayton H. Clark (5)	R. M. Spencer (6)
DAVIS ADVERTISING, W. H. *e* 240-242 Arcade Bldg., Asheville, N. C.	W. H. Davis (1) J. J. McFall (3)	C. E. Dameron (5)	W. H. Davis (6)
DAVIS & ASSOCIATES, INC., TRAYTON H. 625 North Milwaukee St., Milwaukee, Wis.	T. H. Davis (1) Marjorie G. Davis (2) Carl P. Hora (3)		T. H. Davis (7)
DAVIS-HARRISON-SIMMONDS 306 North Vermont Ave., Los Angeles, Calif.	Don L. Davis (1) M. D. Harrison (2) W. G. Logan (3)	T. S. Simmonds (4) R. R. Latimer (5)	R. E. Abel (6-8) Reed Riggs (7) Nancy Harmon Tony Allen Don L. Davis (8)
DAY, INC., FRANK T. *e* 729 Boylston St., Boston, Mass.	Frances B. Day (1) E. M. Enos (2-3)	Frances B. Day (4-5)	Frances B. Day (6-7-8) E. M. Enos (6-7-8)
DAY AGENCY, STANLEY *e* 1224 Putnam Ave., Plainfield, N. J.	Irene Day (1)		
DEADY ADVERTISING, JOSEPH B. *e* 2342 Emerson Ave., Dayton, O.	J. B. Deady (o) Ted Schrock (3)	Jane Lacey (5)	
DE BIASI ADV. AGENCY, INC., MARIO *a* 51 Chambers St., New York City			
DEAN ADVERTISING AGENCY, BEN *e-f* 207 Houseman Bldg., Grand Rapids, Mich.	Ben Dean (o-1) Mildred Juneau (3)	Ben Dean (4-5)	Ben Dean (8)
DE BRUEYS ADVERTISING, JOHN L. First Floor, Ben Milam Hotel, Houston, Tex.	J. L. de Brueys (o)	V. Van Demark (5)	V. Van Demark (6) J. L. de Brueys (8)
DEJERNETT ADV. AGENCY, IRA *e-h* 812 Wilson Bldg., Dallas, Tex.			
DENHARD, PFEIFFER & WELLS, INC. *a-e* 114 East 32nd St., New York City	J. C. Pfeiffer (1) C. H. Denhard (2) A. S. Stewart (g.m.)		Catherine M. Lewis (6)
DENNISON ADV. AGENCY, CRAIG E. 225 N. Michigan Blvd., Chicago, Ill.	C. E. Dennison (1)	I. Heilbron (5)	H. K. Smythe (7) A. D. Riewitch A. D. Riewitch (8)
DE-PERRI ADVERTISING 330 West 42nd St., New York City	P. Wachtel (1)		
DEUTSCH & SHEA ADV. AGENCY, INC. *f* Times Bldg., 1475 Broadway, New York City	A. R. Deutsch (1) J. P. Shea (2) D. Marcus (g.m.) H. Geissenheimer (3)	Sylvia Linder (4) H. Lubalin (5)	Irene Sterling (6) Van Evans (7) David Cowen H. C. Waterston (8)
D'EVELYN & WADSWORTH, INC. *a-e* 486 California St., San Francisco, Calif.	N. F. D'Evelyn (1) H. E. Thursing (secy.-treas.)		M. C. Lodge (7) George I. Lynn Joseph Lowe (7-8)
DEVEREUX & COMPANY, INC. *e* 266 Genesee St., Utica, N. Y.	L. W. Devereux (1) F. R. Devereux (2) B. Stack (3)	A. Barry (4) A. Greacen (5)	
DEWEY ADV. AGENCY, JOHN PEYTON *b* White-Plaza Hotel Bldg., Dallas, Tex.	J. P. Dewey (1)		
DICKLOW ADVERTISING AGENCY *b-e* 1316 Liberty Bank Bldg., Dallas, Tex.	J. S. Dicklow (o) Irene S. Dicklow	Irene S. Dicklow (4) E. R. Henderson (5)	
DIENER & DORSKIND, INC. *a* 147 West 42nd St., New York City	Nathan Diener (1) R. Dorskind (s-t) S. O. Lipset (3)	S. O. Lipset (4-5)	J. J. Nuccio (6) Irving Revell (7) Alice Smith Frances Bryant Larry Silver F. Bromberg (7-8)
DIXIE ADVERTISERS *a-b* Lampton Bldg. Annex, Jackson, Miss. 403 Louisiana Nat'l Bank Bldg., Baton Rouge, La.	G. W. Godwin (o)		
DOE-ANDERSON ADV. AGENCY *a-b-e* Martin Brown Bldg., Louisville, Ky.	Elmer H. Doe (1)	H. K. Bement (5)	E. H. Doe (7) W. Anderson R. L. Headen
DOMBROWER CO., INC., THE RALPH L. *a-b-e-f* Dombrower Bldg., Richmond, Va. Woodward Bldg., Washington, D. C.	R. L. Dombrower (1) M. L. Wallerstein (2) J. H. R. Pickett (3) P. Rosenfeld (m) (Wash., D. C.)	J. C. Fulmer (4) LeB. Coakley (5)	H. C. Depew (6) R. L. Dombrower, Jr. Beulah C. Gregory E. I. Wallerstein L. G. Cullison J. C. Fulmer
DONAHUE & CO., INC. *a-b-e-f* 1270 Sixth Ave., New York City* 411 Hurt Bldg., Atlanta, Ga.	E. J. Churchill (1)	W. H. Schneider (5)	R. Dunkel (6) Bert Prager (8)
DONNELLEY CO., THE LEE *e-g* 734 Union Commerce Bldg., Cleveland, Ohio	L. E. Donnelley (1) R. A. Fryer (3)		L. E. Donnelley (7) Jack Higgins
DOREMUS & COMPANY *a-e-f* 120 Broadway, New York City* 50 Congress St., Boston, Mass. 208 South LaSalle St., Chicago, Ill 1420 Sansom St., Philadelphia, Pa. 544 Market St., San Francisco, Calif. 10 Woodborough Rd., Putney, London, England.	W. H. Long, Jr. (ch. of bd.-1) W. H. Burnham (2) Geo. Dock, Jr. D. B. Holland (a) R. E. Williams (t) E. T. Kilduff (asst. treas.) J. Paul Renault (asst. secy.) G. L. Miller (dir. gen. accs. div.) D. B. Holland (3) (fin. accs. div.) H. Friedwald (gen. accs. div.)	E. C. Jackson (5)	H. H. Sieber (6) W. H. Long, Jr. (7) W. H. Burnham George Dock, Jr. G. M. Hubbard George L. Miller D. B. Holland Wm. J. Kelley Geo. A. Erickson W. Howard Millar M. J. Woodworth Robert R. McKee
DORLAND INTERNATIONAL, INC. *a-e* RCA Bldg., Rockefeller Center, New York City* Dorland Advertising Ltd., 18 Regent St., London, S. W. 1, England	W. S. Maas (1) A. F. Connolly (2) Miss E. K. Fagan (3)	A. F. Connolly (4) A. F. Kelley (5)	R. N. Hutchinson (6) A. F. Connolly (8)
DOUBLE ADVERTISING, LEE R. 4328 North Adams, Spokane, Wash.	Lee R. Double (1)		
DOUGLAS & ASSOCIATES, R. L. *f* C. C. Chapman Bldg., Los Angeles, Calif.	R. L. Douglas (o)		
DOVE ADVERTISING CO. Flatiron Bldg., New York City	W. A. Schmitt (o)		F. C. Schmitt (6) F. G. Cottrell (7)
DOWD, INCORPORATED, CHARLES F. *a-e-f* Richardson Bldg., Toledo, Ohio	C. F. Dowd (1) Ed. J. Rutan (2)		R. T. Carithers (secy.)
DOWD, INC., JOHN C. Park Square Bldg., Boston, Mass.	J. C. Dowd (1) E. D. Parent (2)	E. A. Malloy (4) Paul Quinn (5)	F. F. Meyer (7) W. E. Buckingham
DOYLE, KITCHEN & McCORMICK, INC. *e-f* 501 Fifth Ave., New York City	H. B. Doyle (1-4) M. D. Doyle (2) R. B. Harris (3)	G. J. Kuhbach (4) R. B. Harris (5)	H. B. Doyle (6-7)
DREHER, INC., MONROE F. *a* 790 Broad St., Newark, N. J. 30 Rockefeller Plaza, New York City	M. F. Dreher (1) D. L. Millard (3)	R. G. Ekstam (4) D. L. Millard (5)	Cordelia Forrest (6)
DRENNAN ADV. AGENCY, ALBERT A. *e* 420 Market St., Room 429, San Francisco, Calif.			
DUCKTITE CO., THE 314 Main St., Great Barrington, Mass.	W. Day (3)		W. T. Day (6-7-8)
DUFFY, INC., JIM *a-e-f* 111 West Washington St., Chicago, Ill.	J. A. Duffy (1) F. S. Anderson (2)		
DUMAHAUT ADV. AGENCY, L. J. 827 David Stott Bldg., Detroit, Mich.	L. J. Du Mahaut (o)		
DUNDES & FRANK, INC. 64 West 48th St., New York City	H. Dundes (1) Ben Frank (2) Marion Pell (3)	Vivian Levy (4) Martin Henig (5)	Ben Frank (8)
DURSTINE, INC. ROY S. 580 Fifth Ave., New York City Enquirer Bldg., Cincinnati, Ohio	R. S. Durstine (1) A. T. Gardiner (s-t) D. Margarretter (3)	H. A. Spooner (5)	A. T. Gardiner (dir. media & mdse.) Evelyn French (6) Walter J. Daily (7) Wm. B. Tracy R. M. Walker L. M. Rousseau Roy Gordon Chas. H. Fuery (8)

E

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
EASTBURN & SIEGEL ADVERTISING *b* 623 Spring St., N. W., Atlanta, Ga.	Harry Siegel (1-3) Mildred Brown (s)	Edna Lee (4) Amos Towery (5)	Harry Siegel (6) Edna Lee (6-8)
EASTMAN, SCOTT & COMPANY *a-b* 26 Third St., N. E., Atlanta, Ga. Odd Fellows Bldg., Raleigh, N. C.	E. G. Eastman (1) Myra S. Eastman (2)		Robt. Redwine (7)
EBERSOLD, INC., FRED H. Civic Opera Bldg., Chicago, Ill.	F. H. Ebersold (1) B. B. Popell (2) F. H. Hanson (3)	B. B. Popell (4) F. H. Hanson (5)	F. H. Ebersold (6) J. H. Bolton (7) B. B. Popell (8)
EBY, HYATT 530 Maccabees Bldg., Detroit, Mich.	Hyatt Eby (1) J. B. Eby (2) V. Craig (3)		L. H. Eby (6)
ECCLES, ADVERTISING, WARREN P. O. Box 326, Hollywood, Calif.	W. C. Eccles (3)	V. Chandler (4)	D. Howard (7) Easton West Dorothy Croft (8)
EDDY-RUCKER-NICKELS CO., THE *a-f* 1400 Massachusetts Ave., Cambridge, Mass.	A. W. Rucker (1) F. H. Nickels (2-4) C. W. Johnson (3)	C. W. Johnson (5)	F. H. Nickels (6-7) C. W. Johnson (6) A. W. Rucker (7)
EDMONDSON COMPANY, E. S. *a* 1700 Walnut St., Philadelphia, Pa.	S. T. Langton (p) E. S. Edmondson		A. M. Morris (6) H. Hamilton (7) S. T. Langton E. S. Edmondson
EGYPTIAN ADVERTISING AGENCY Republican-Leader Bldg., Marion, Ill.	O. Paisley (1-3) H. M. Butler (2)		O. Paisley (6)
EHA ADVERTISING AGENCY, WALTER *e* 1846 Stout St., Denver, Colo.	Walter R. Eha (o) Gloria Gray (s)		
EHLINGER ADV., INC., STANLEY J. *b-e-f-h* 421 West Sixth St., Tulsa, Okla.	S. J. Ehlinger (1) Joe N. Shidler (2) P. Morris (3)		
EHRLICH & NEUWIRTH *f* 250 Park Ave., New York City	Stan. Ehrlich (o) Frank Neuwirth Clarice Emmett (3)	Estelle Shay (5)	
ELDRIDGE-NORTHROP, INC. 38 West State St., Trenton, N. J.	R. B. Eldridge (1) Henry Huston (2) Glenn H. Cox (s)	Glenn H. Cox (4) M. F. Ehmann (5)	R. B. Eldridge (6-7) Glenn H. Cox
ELLIS ADVERTISING CO. *a-f* 3053-3057 Main St., Buffalo, N. Y. 197 Bay St., Toronto, Ont.	M. F. Ellis (p) Jerome R. Ellis Joanna Huth (3) Abbey Muter (Toronto)	Dorothy Wells (4) Norbert Rinz (5)	Henry J. Weil (7) Nicholas Fisher G. Frankfurter (Toronto) J. Culiner (sales mgr.) (Toronto)
ELLIS COMPANY, A. W. *a-e-h* 24 School St., Boston, Mass.	A. W. Ellis (o) M. H. Condon (t)		L. L. Mayo (7) K. L. Day
ELLIS & COMPANY, INC., SHERMAN K. *a-e-h* 247 Park Ave., New York City* Board of Trade Bldg., Chicago, Ill.	S. K. Ellis (1) C. E. Staudinger (ex.-2) K. Crumrine (3)	Glen Jocelyn (4) Geo. B. Croll (5)	Eugene Pratt (6) (mags & nspprs.) Edw. A. Grey (outdoor) M. J. Blair (7) Richard Stanton Paul Spengler Geo. Davidson Harry Torp (8)
ELLSWORTH ADVERTISING AGENCY 6 Rhodes Park Drive, Hendersonville, N. C.* 411 South Tryon St., Charlotte, N. C. P. O. Box 15, Heath Springs, S. C. 219 Grace St., Richmond, Va. 318 Patton Ave., Asheville, N. C. 420 North Main St., Columbia, S. C.	Capt. L. E. Jaeckel (1) M. S. Jaeckel (2) Thos. S. Collier (3)	B. S. Moeller (4) M. S. Jaeckel (5)	Thos. S. Collier (6) Lewis Breyer (6-7) Capt. L. E. Jaeckel (8) M. S. Jaeckel
EMERY ADV. COMPANY, INC., THE *e* 1100 Baltimore Life Bldg., Baltimore, Md.	C. E. Emery (1) Henry March (2) M. E. Busch (3)	R. I. Highleyman (4) Stuart Hollis (5)	M. E. Busch (6) H. Schuckle (6-7) C. Delano Ames (7)
ENGEL ADVERTISING, INC. *a-e* 919 North Michigan Ave., Chicago, Ill.	F. L. Engel (1)		
ENNIS-ANDERSON ADVERTISING AGENCY Holland Bldg., Fresno, Calif.	E. E. Anderson (1) Frank Ennis (2)	E. E. Anderson (4) M. M. Young (5)	Frank Ennis (6-7) Lon McAdams (8)
ENSIGN ADVERTISING AGENCY, F. A. *a-e* 625 Grant Bldg., Pittsburgh, Pa.	W. C. Chambers (act.-1) Helen E. Ryman (2) M. M. Rodgers (3)		W. C. Chambers (7) Helen E. Ryman M. M. Rodgers

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 155)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
EQUITY ADVERTISING AGENCY, INC. *a* 113 West 42nd St., New York City	David H. Boxer (1) John Hedman (3)	F. Newman (5)	Roy Spector (6) I. Weinberg (8)
ERLAND ADVERTISING AGENCY 55 West 42nd St., New York City	L. H. Ehrlich (p) M. Landman R. S. Isaacson (3)	M. Landman (4) L. H. Ehrlich (5)	M. Landman (6-7) M. Perls (7) L. H. Ehrlich
ERWIN, WASEY & COMPANY, INC. *a-e-f-h* 420 Lexington Ave., New York City 157 Church St., New Haven, Conn.	Louis R. Wasey (1) H. D. Williams (2-e.g.m.) C. K. Priestman (3) A. G. Van Utt (t)		J. W. Sturdivant (6) T. Norman Tveter George Schiesser E. H. Hennen (7) R. M. Combs, Jr. Arthur F. Willson John F. Barteau A. L. Miller Walter F. Kohn E. J. Fitzgerald (8) (dir.) Martin D. Wickett (asst. dir.)
ERWIN, WASEY & COMPANY, LTD. *a-e-h* 230 North Michigan Ave., Chicago, Ill.	Louis R. Wasey (1) H. D. Williams (2-s) A. G. Van Utt (t) C. H. Pinkham II (3)	Chas. Lewis, Jr. (4) Oscar Bryn (5)	M. G. Boecher (6) Edward D. Nix (7) Donald S. Elrod H. K. Gilman (8)
ERWIN, WASEY & COMPANY OF MINNESOTA (INC) *a-e-h* Rand Tower, Minneapolis, Minn.			
ERWIN, WASEY & COMPANY OF THE PACIFIC COAST (INC.) *a-e-h* 333 Montgomery St., San Francisco, Calif.* Petroleum Securities Bldg., Los Angeles, Calif. Skinner Bldg., Seattle, Wash.	H. A. Stebbins (1) W. E. Kraft (Seattle) S. R. Hutton (San Francisco) (2) H. E. Krieger (3)	Fred Glauser (San Francisco) (5) H. Vonderheidt (Los Angeles)	John W. Davis (San Francisco) (6) Maybelle Lucas (Seattle) Edna Ackerman (Los Angeles) Louis Honig (San Francisco) (7) H. E. Williams (San Francisco) Charlotte Smith (Seattle) Dan Madden (Seattle)
ERWIN, WASEY & CO. OF THE SOUTH *e-h* 711 Main St., Houston, Tex.* First National Bldg., Oklahoma City, Okla.	L. R. Wasey (1) H. D. Williams (ex.-2) L. R. Northrup (2) Harold Halsell W. A. Humphrey H. R. Safford, Jr.		
ESHLEMAN COMPANY, BENJAMIN *a* 260 South Broad Street, Philadelphia, Pa.	B. Eshleman (1) J. J. D. Spillan (2) W. J. Collopy (3)	J. J. D. Spillan (4) J. G. DeGaetano (5)	J. J. D. Spillan (6) W. J. Collopy E. B. Bailey (7) B. F. Eshleman L. H. Greenhouse
ESSIG COMPANY, LTD., THE 1121 South Hill St., Los Angeles, Calif.	Albert C. Essig (1) J. S. Macaulay (2-3)	J. W. Eccleston, Jr. (4) M. J. Scanlon (5)	J. S. Macaulay (6) Albert C. Essig (7) W. I. Brennan J. W. Eccleston, Jr. (7-8)
ESTY AND COMPANY, INC., WILLIAM *a-e* 100 East 42nd St., New York City* 1537 North Vine St., Hollywood, Calif.	Wm. Esty (1) J. J. Flanagan (3)		Robt. B. White (6) (newspaper) J. A. Koste John C. Esty (magazine) T. D. Luckenbill (8) (radio dir.) Thos. H. Lynch (rad. time buyer)
ETHERIDGE COMPANY *e* 549 Ottawa Ave., N. W., Grand Rapids, Mich.	D. A. Etheridge (1) D. Etheridge (2) Cornelious Post (3)	D. A. Etheridge (4) Chas. Bulthuis (5)	D. A. Etheridge (6) Daane Etheridge R. E. Hall Frank Ball (7)
EVANS ASSOCIATES, INC. *a-e-f* 307 North Michigan Ave., Chicago, Ill.	W. H. Evans (1) K. V. Reed (2) R. Rosema (3)	K. V. Reed (4) L. Chester (5)	L. G. Willcox (6-8) E. Addoms (7) H. W. Stoetzel R. R. Glenn J. Selby J. Robel W. H. Evans
EVANS AND BRISEBOIS Lincoln Bldg., Detroit, Mich.	F. E. Evans (1) L. A. Brisebois (2)	D. G. McDonald (4) J. Barrager (5)	F. E. Evans (6-8) L. A. Albertsart(7)
EVANS & LEMAY ADVERTISING AGENCY 909 Dan Waggoner Bldg., Fort Worth, Tex.	Al. Evans, Jr. (p) Victor LeMay G. Teague (3)	Victor LeMay (5)	G. Teague (6-7) M. Shippee (6-7-8) Victor LeMay (7) A. Evans, Jr. (7-8)
EVANS, NYE & HARMON, INC. *e-f* 440 Fourth Ave., New York City	James H. Baker (1) S. K. Evans (2) R. B. Henne F. F. Flanagan Jas. A. Civille (3)	Henry Allman (5)	F. F. Flanagan (7) Richard B. Henne

F

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
FAIRALL & COMPANY *a-e* 830 Liberty Bldg., Des Moines, Iowa	L. R. Fairall (1) J. L. Ruebel (3)		John McLaren (7) L. R. Fairall C. R. Dudley (8)
FAIRBAIRN ADV. AGENCY, JOHN B. *e-f* 12 Haynes St., Hartford, Conn.	J. Hennessy (3)	J. B. Fairbairn (4) E. Dionne (5)	J. B. Fairbairn (6-7-8)
FAIRFAX ADV. AGENCY, INC., H. W. *a-e* 551 Fifth Ave., New York City	Natt S. Ensler (1)		
FARSON & HUFF ADV. AGENCY *a-b-e-f* Republic Bldg., Louisville, Ky.	J. S. Huff (1) L. W. Roush (2) Dorothy K. Smith (3)	R. C. Hunt (4) Robin Grove (5)	W. N. McKamy (7) G. M. Staples J. S. Huff L. W. Roush (8)
FEDERAL ADV. AGENCY, INC. *a-e-f-h* 444 Madison Ave., New York City	R. Tinsman (1) J. F. O'Brien (1st-2) K. W. Plumb (2) Don Parsons Joseph F. Beck M. Ormiston G. H. Williams Jules B. Singer Geo. Finley (3)	G. H. Williams (4) M. Ormiston (5) H. I. Connet	J. F. Beck (6) (dir.) Robt. E. Erath J. W. Borchert J. S. Davidson (8)
FEIGENBAUM ADV. AGENCY, HARRY *a* 1420 Walnut St., Philadelphia, Pa.	H. Feigenbaum (1)		
FELDMAN & ASSOC., BURTON G 10 West Elm St., Chicago, Ill.	B. G. Feldman (1) Dorothy S. Feldman (2) Robt. Magnus (3)		H. S. Joseph (7)
FENSHOLT COMPANY, THE *a-f-h* 360 North Michigan Ave., Chicago, Ill.	A. H. Fensholt (1) F. D. Ewing (2) A. Stone (3)	F. A. Reynolds (5)	F. D. Ewing (7) W. A. Weld J. B. Rodgers R. R. Buntaine
FENTON, RICHARD L. 160 Commonwealth Ave., Boston, Mass.	R. L. Fenton (1-3)	R. L. Fenton (4) Jos. Deitch (5)	M. F. Chute (6) J. L. Fearing
FERGUSON ADV. AGENCY, J. NEAL Liberty Bank Bldg., Dallas, Tex.	J. N. Ferguson (1)		
FERRY-HANLY COMPANY *a-e-f-h* 500 Fifth Ave., New York City 3200 Fidelity Bldg., Kansas City, Mo. 111 West Monroe St., Chicago, Ill.	C. P. Hanly (1) (N. Y.) W. T. Geller (3) (N. Y.) H. B. Marshall (Kansas City) J. L. Powell (Chicago)	Sam Roberts (4) Willard Elliott (Kansas City)	H. E. Lehman (6) (N. Y.) Mary E. Klein (Kansas City)
FERTIG & COMPANY, INC., LAWRENCE *a-e-f* 149 Madison Ave., New York City	L. Fertig (1) A. Slavitt (ex.-2) Philip Lukin (2) Ralph F. James J. B. Morse (3)	A. Slavitt (4) Stanley Dusek (5)	Elsie Meyer (6) Philip Lukin (7) Ralph F. James H. Bretsfield (7-8)
FIELDS & CO., ROBT. G. *b-f* 1100 Warner Bldg., Nashville, Tenn.	R. G. Fields (1)	Sarah Case (5)	
FIFTY-FIFTH STREET ASSO. INC., THE 16 East 55th St., New York City	Horace Titus (1) Tonya B. Sokol (3)	Mary Keller (4) Eileen Nolan Robt. Gaston (5)	E. A. Wilcox (6-7) Horace Titus (7)
FINK ADVERTISING, SAMUEL I. 130 South 15th St., Philadelphia, Pa.	S. I. Fink (o) L. Carretta (3)	S. I. Fink (4) L. Marcus (5)	S. I. Fink (6-7) A. B. Hawsman, Jr. (7)
FINK & DONER, INC Washington Boulevard Bldg., Detroit, Mich.	Lionel Fink (1) R. Kefgen (2) W. B. Doner (s-t) B. Goldstein (3)	W. B. Doner (4) B. Goldstein (5)	W. B. Doner (6-7-8) Wm. Koster (7) Lionel Fink
FIRESTONE ADVERTISING AGENCY *a-e* 510 First Ave., North, Minneapolis, Minn.	A. L. Firestone (o) R. Awsumb (3)		V. A. Olkon (6) R. B. Mandell (7) A. L. Firestone (7-8)
FIRESTONE ADVERTISING SERVICE, INC. Herald-Tribune Bldg., New York City	S. C. Koren (1) M. Koren (2)		M. Koren (6) A. Babor (7)
FITZGERALD ADV. AGENCY, INC. *a-b-e-f-h* 833 Howard Ave., New Orleans, La.	J. L. Killeen (1) J. H. Epstein (2) L. Gessner W. G. Posey (3)	R. M. Schwarz (4) E. W. R. Wootten (5)	L. Gessner (6-7-8) J. L. Killeen (7) J. H. Epstein R. M. Schwarz
FLACK ADVERTISING AGENCY *a-e-f-h* 1110 Hills Bldg., Syracuse, N. Y.	John B. Flack (1) Robert Eddy (3)	R. H. Wickham (4) W. H. Mann (5)	Josephine A. Keefe (6) John B. Flack (7) R. H. Wickham Robert Eddy
FLAGLER ADVERTISING, INC. *e* 170 Franklin St., Buffalo, N. Y.	M. Flagler (1) L. M. Flagler (2) J. C. Raguse (3)		
FLANAGAN ADV. AGENCY, JAMES R. *a* 505 Fifth Ave., New York City			
FLARSHEIM AND STAFF, HENRY *e* 610 Wrigley Bldg., Chicago, Ill.	H. Flarsheim (o) Max Epsten (3)	Harry Yeide (4) Max Epsten (5)	M. A. Doherty (6) E. L. Wals
FLETCHER NEWSPAPER ADV. AGENCY 1835 West 65th St., Cleveland, Ohio			A. F. Fletcher (6)
FOGARTY-JORDAN-PHELPS CO. *a-e-f-h* 307 North Michigan Ave., Chicago, Ill.	W. A. Jordan (1) N. J. Phelps (2) A. B. Greisen (3)	N. J. Phelps (4)	H. G. McEndree (7) M. E. Murphy (8)
FOLEY ADVERTISING AGENCY 1012 N. B. C. Building, Cleveland, Ohio	R. B. Foley (1-3)	R. B. Foley (5)	Helen M. Little (6) R. B. Foley (8)
FOLEY ADV. AGENCY, INC., THE RICHARD A. *a-e-f-h* Integrity Bldg., Philadelphia, Pa.	Chas. H. Eyles (1) L. E. Hood (1st-2) A. E. Morgan (2d-2) Jerome B. Taft (mdse. dir.)	Earle Steiert (5)	Russell Gray, Jr. (6) F. J. Corkery (8)
FOLKART ADVERTISING AGENCY 145 West 45th St., New York City	J. Folkart (1) Henry Phillips (3)	K. F. Dwyer (4) P. Simonet (5)	
FOLTZ-WESSINGER, INC. *e-f* 26 West Orange St., Lancaster, Pa.	L. H. Wessinger (1) Fred. S. Foltz (2) Wm. B. Kamp (3)	W. R. Browne (4) A. F. Chesley (5)	Thelma G. Diller (6) L. H. Wessinger (7) Wilson R. Browne William B. Kamp
FOOTE, CONE & BELDING *a* 919 North Michigan Ave., Chicago, Ill.* 247 Park Ave., New York City 601 West Fifth St., Los Angeles, Calif. 235 Montgomery St., San Francisco, Calif.	Don Belding (Ch. of Bd.) Emerson Foote (1) Fairfax M. Cone (ch. of exec. com.) George Heiland (Chicago) Howard Winter (3) (New York)	Dave Lockwood (Chicago) (5) Harry Diamond (N. Y.) Robert Freeman (Los Angeles)	H. R. Van Gunten (Chicago) (6) J. Spiegel (New York City) Harwin T. Mann (Los Angeles) Leo Strahorn (8) (Chicago) Edmund L. Cashman (N. Y.) Norman Morrell (Western Offices
FORD & DAMM 916 11th St., Sacramento, Calif.	M. J. Ford (1) G. E. Damm (3)		
FOREIGN ADV. & SERVICE BUREAU, INC. 342 Madison Ave., New York City	M. Perelès (1) J. L. Palmer (2) A. Traponese (3)	Robt. Kendall (4)	N. De Filippes (6)
FORT & COMPANY *b-e* Wilder Bldg., Charlotte, N. C.	John L. Fort (1)		
FOSTER & DAVIES, INC. *a-e-f-h* 2116 Keith Bldg., Cleveland, Ohio	F. C. Foster (1) M. R. Davies (2) Harley G. Hill (3)	E. R. Castle (4) M. R. Davies, Jr. (5)	M. R. Davies (6) H. G. Hill K. Cochrane (8)
FOWLER-SHAW, INC *e* 11176 Esmond St., Chicago, Ill.	H. A. McGrath (1) David Jones (2)		H. A. McGrath (6)
FOX ADVERTISING CORP., MARTIN 1440 Broadway, New York City	Martin Fox (1)		
FOX AND ASSOCIATES, DON F. E. 106 Paul Bldg., Utica, N. Y.	Don F. E. Fox (1)	Wm. Schleicher (4) R. V. Henry (5)	
FOX AND MACKENZIE 1214 Locust St., Philadelphia, Pa.	W. A. Fox (1) E. E. Eastman (3)		W. A. Fox (7) N. O. Clayberger
FRANCE AND DUFF ADV. AGENCY *e* 406 South 12th St., Omaha, Neb.	B. L. France (p) Mort Duff Frank Dove (3)	Mort Duff (4) R. Manley (asst. copy writer) Frank Dove (5) C. A. Ettinger & C. W. C. Madden (asst. artists)	Bert L. France (7) Mort Duff (7-8) C. Christiansen
FRANK-GUENTHER LAW, INC., ALBERT *a-e-f* 131 Cedar St., New York City Packard Bldg., Philadelphia, Pa. One La Salle St., Chicago, Ill. 10 Post Office Square, Boston, Mass. 155 Sansome St., San Francisco, Calif.	E. Corrigan (ch. of bd.) F. J. Reynolds (1) Russell Law (ch. exec. com.) V. J. Cevasco (2-t) H. E. Maples (2-e) W. F. J. Dietz (3)	King Rich (5)	C. N. Browne (7) H. C. Allen F. D. Cruikshank Jacques Herts R. A. Cullinan (8)
FRANKE-WILKINSON-SCHIWETZ, INC. 206 Cotton Exchange Bldg., Houston, Tex.	Alston Clapp (1) E. M. Schiwetz (2) Dolores Williams (3)	P. C. Franke, Jr. (4) E. M. Schiwetz (5)	E. M. Schiwetz (6-7-8) Bill Tipton D. K. Williams P. C. Franke, Jr.
FRANKEL ADV. AGENCY, INC., S. W. 767 Lexington Ave., New York City	R. S. Frankel (1) F. A. Donegan (2-3)	F. A. Dongean (4-5)	
FRANKEL COMPANY, JONES *e-f* 43 E. Ohio St., Chicago, Ill.	J. B. Frankel (o) J. M. Roeser (3)	A. G. Gaines (4) M. E. Nicholson (5)	J. M. Roeser (6) Vivian Sturgeon (7)
FRANKLIN ADVERTISING SERVICE *e-f* 126 Newbury St., Boston, Mass.	M. B. Summerfield (o-g.m.)	B. Casso (5)	M. B. Summerfield (6) M. W. Burlingame (7)
FRANKLIN INDUSTRIAL SERVICE, INC. THE *f* 17 John St., New York City	B. F. Follett (1) I. G. Follett (2) Robt. Hovanec (3)		
FREDERICK-CLINTON COMPANY *f* 545 Fifth Ave., New York City	Harold S. Rieff (p) R. S. Buckbinder Irving Weiner (3)	R. S. Buckbinder (4) Fred C. Burger (5-p)	Harold S. Rieff (6) Shirley Polykoff (7) S. B. Harrison
FREITAG ADVERTISING AGENCY *a-b-e* 34 West Fifth St., N. W., Atlanta, Ga.	J. V. Freitag (o) R. W. Wallace (s)		M. K. McGowan (6) N. Frankel (8)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 156*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
FREIWALD & COLEMAN *f* 347 Madison Ave., New York City			B. Freiwald (7) W. P. Coleman
FRENCH ADVERTISING, C. C. D. 412-16 Lewis St., Flint, Mich.	C. C. D. French (1) D. W. Curtis (2) E. L. French (s-t) K. D. Adams (3)	O. L. Barnhart (4). H. T. Smith (5)	C. C. D. French (6-7) J. H. Burns (7)
FRENCH & ASSOCIATES, OAKLEIGH, R. *k* 4235 Lindell Blvd., St. Louis, Mo.	O. R. French (o). L. M. Allen (3)	F. H. Turpin (5)	O. R. French (7) C. S. Pangman K. J. Bayer
FREUND ADV. AGENCY, MORTON *f* 400 Madison Ave., New York City	Morton Freund (o) W. Balancio (3)	Erwin Spitzer (4). Morton Freund (5)	F. Shacter (6-7) Erwin Spitzer (8)
FREY, CHARLES DANIEL *a-e-f-h* 333 North Michigan Ave., Chicago, Ill.	C. D. Frey (o)		
FREYSTADT ASSOCIATES, INC., E. M. *e-f* 370 Lexington Ave., New York City	E. M. Freystadt (1) R. Herrmann (2) G. P. Scorso (3)	Ray Herrmann (5)	E. M. Freystadt (7) Chas. Ballard
FRICKELTON ADV. AGENCY, JEAN SCOTT 1355 Market St., San Francisco, Calif.			
FRIEND ADVERTISING AGENCY *a-e* 220 West 42nd St., New York City	B. M. Friend (p) David E. Friend		
FRIZZELL ADVERTISING AGENCY, INC. *a-e* 1202 Plymouth Bldg., Minneapolis, Minn.	F. L. Frizzell (1). S. H. Frizzell (2)	W. E. Lunnis (4-5)	F. L. Frizzell (6-7) W. E. Lunnis (7)
FROST CO., INC., HARRY M. *a-e* 260 Tremont St., Boston, Mass.*	Karl M. Frost (1). H. E. Bessom (3)	A. E. Lathrop, Jr. (4) Ted Ray (5)	H. E. Bessom (6) H. P. Newcomb (6-8) D. J. Ford, Jr. (7) J. D. O'Leary R. E. McLaughlin L. T. Moreland R. Earl Dudley
FULLER & SMITH & ROSS, INC. *a-e-f-h* 1501 Euclid Ave., Cleveland, Ohio 71 Vanderbilt Ave., New York City	A. L. Billingsley (1) (Cleveland) J. E. Wiley (2-m) (N. Y.) C. J. Hoyer (3) (Cleveland) Richard Matheis (N. Y.)	H. A. Smith (5). (Cleveland) R. S. Jaeger (N. Y.)	W. J. Staab (6) (Cleveland) J. F. Wagener (N. Y.) Lee Williams (8) (N. Y.)
FULTON, HORNE, MORRISSEY CO. *a-e-f* 612 North Michigan Ave., Chicago, Ill.	E. H. Morrissey (1) J. D. Fulton (2) K. J. Hogan (3)		K. J. Hogan (6)

G

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
GAIL-BILLINGS-ADVERTISING 235-6 Stapleton Bldg., Billings, Mont.	W. W. Gail (o-3).	W. W. Gail (4-5).	W. W. Gail (6)
GALLAGHER, WALTER J., ADV., *s* 175 Fifth Ave., New York City			Miss H. Nathan (6) P. L. Loewenstein (7) Irving B. Lazarus
GALLARD ADVERTISING AGENCY, INC. 43 Lincoln Park, Newark, N. J.	W. J. Gallard (1-3)	W. J. Gallard (4-5)	W. J. Gallard (6-7) Edw. L. Dunn H. C. Fell (7)
GALVIN ADVERTISING CO., JEROME G. *s* 3619 Broadway, Kansas City, Mo.	J. G. Galvin (o-1). J. O. Simon (3)	Lawrence Sebring (5)	J. G. Galvin (6) J. O. Simon (8)
GARDNER ADVERTISING COMPANY *a-b-e-f-h* 915 Olive St., St. Louis, Mo.* 9 Rockefeller Plaza, New York City 215 Pershing Rd., Kansas City, Mo.	E. G. Marshutz (1) H. S. Gardner (ch. of bd.) E. R. Gardner (t) E. A. W. Schulenburg (s) Mrs. A. W. Proetz (ex.-2) J. F. Kircher (2) A. W. Neally C. P. Michels R. Martini S. M. Ballard C. E. Claggett J. M. Goldbeck (3)	S. M. Ballard (4). Rudolf Csufin (5).	E. A. W. Schulenburg (6) C. E. Bolgard C. C. Humphrey All officers, plus (7) L. C. MacGlashan M. R. Fuller L. S. Staples C. E. Claggett (8) (St. Louis) R. Martini (N. Y.)
GARDNER CO., THE ALVIN 342 Madison Ave., New York City	A. Gardner (1). Al Traponese (3)	S. Lee (4). J. Goodman (5)	A. Gardner (6) Wm. Farnham (7)
GARDY ADVERTISING SERVICE, J. A. *f* 28 West State St., Doylestown, Pa.	J. Allen Gardy (o-1)		S. N. Hoffman (7)
GARFINKEL ADV. AGENCY, SIDNEY *a-e-h* 26 O'Farrell St., San Francisco, Calif.	S. Garfinkel (1). S. Field (3) M. Houde (o.m.)	P. Poirson (5). E. Rooke (asst.-5)	W. Morrison (7) F. Frederickson A. Finch W. Guild Walter Guild (8)
GARRISON AND COMPANY, W. W. *a* Wrigley Bldg., Chicago, Ill.* 120 Liberty St., New York City	W. W. Garrison (1) Earl E. Lines (2) Ford E. Witt (3)	O'Cal Hanson (5).	Geo. P. Schill (6) W. W. Garrison (7) Earl E. Lines
GATES COMPANY, W. N. 1008 Keith Bldg., Cleveland, Ohio	E. E. Schrock (2).		
GEARE-MARSTON, INC. *a-e-f-h* 1600 Arch St., Philadelphia, Pa.* 420 Lexington Ave., New York City	N. W. Geare (1-s). R. Romeyn (2) (ch. N. Y. office) D. C. Brown (2-3) (ch. of prod.)	H. H. Breneman(5) H. Maconachy (art execs.) Edward Evans	F. C. Murphy (6) Thomas Doyle J. W. Claghorn (7) John E. Rooney George Beck Fred Warner R. Romeyn (8)
GEER-MURRAY CO. *e-f* 190 Main St., Oshkosh, Wis.			
GELLES ADVERTISING AGENCY, INC. *s* 50 East Fordham Rd., New York City	J. M. Lichtenberg (1-3) R. I. Dorfman (2) A. Levinton (t)	R. I. Dorfman (4).	J. M. Lichtenberg (6)
GENERAL ADVERTISING AGENCY, INC. 6518 Selma Ave., Los Angeles, Calif.	W. D. Lawry (1). Rolla Lawry (2) H. E. Dorsett (3)	F. M. O'Neil (4).	M. L. Hammond (6) H. E. Dorsett (7) Rolla Lawry E. P. Strutt (7-8)
GEORGE ADV. AGENCY, WALTER W. 220 West 42nd St., New York City			
GERBER COMPANY, JOSEPH R. *a-e-f-h* 1305 South West Twelfth Ave., Portland, Ore.	J. R. Gerber (p). Ralph H. Cake	Dean Pollock (5).	A. E. Smith (6) Chas. H. Devlin (7) Douglas Powell Melvin Arnold
GERTH-PACIFIC ADV. AGENCY *f-f-h* 68 Post St., San Francisco, Calif.* 1709 West 8th St., Los Angeles, Calif.	Edwin P. Gerth (1) Chas. Bowes (m) (Los Angeles)	Dan Adair (5).	S. E. Weismann (6) Anna Records (7)
GETTYS, ADVERTISING, R. E. Fidelity-Bankers Trust Co. Bldg., Knoxville, Tenn.	R. E. Gettys (o).		
GEYER, CORNELL & NEWELL, INC. *a-e-f-h* 745 Fifth Ave., New York City* 14250 Plymouth Rd., Detroit, Mich. U. B. Bldg., Dayton, Ohio	B. B. Geyer (1). H. W. Newell (2) Anthony LaSala (3)	Vernon Welsh (4). Arthur Surin (5)	Edgar Federer (6) B. B. Geyer (7) H. W. Newell R. M. Ganger Jos. Gousha Eleanor Larsen (8)

HERRICK *Inks*

NEWS INKS, BLACK AND COLORS

The greater density and color strength of Herrick News Inks gives you more coverage—hence more economy. Uniform Herrick quality provides better presswork year in and year out. A nearby Herrick Salesman will study your ink needs.

COMMERCIAL LETTER PRESS INKS

Available in a representative range of blacks and colors—for all uses. Complete line of offset inks.

SPECIAL INKS

Unusual shades are obtainable for any special purposes or conditions—inks that are light-fast, resistant to mild alkalies, alcohols, etc., inks for poster or cellophane printing, etc. For color matching, specify or send paper sample.

SEND FOR THIS COLOR BOOK

Locates any group of colors at a glance. Shows solid and three Benday values, with provision for easy matching. *Write for your copy.*

Herrick

WM. C. HERRICK INK CO., INC. -- East Rutherford, New Jersey

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 157*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
GIBBONS ADVERTISING AGENCY, INC. *f* 829 National Bank of Tulsa Bldg., Tulsa, Okla.	J. Burr Gibbons (1) B. H. Wamsley (2-3) V. Blanken (s)	J. Burr Gibbons (4) Floyd Gates (5)	J. Burr Gibbons (6-7-8) B. H. Wamsley (6-7)
GIBSON CO., GEO. H. *f* 100 Gold St., New York City	G. H. Gibson (p) Luis Gibson O. M. Foernsler (3)	Luis Gibson (4) Arthur Weber (5)	G. H. Gibson (6-7) Luis Gibson
GILLESPIE COMPANY, THE Twentieth Floor, David Stott Bldg., Detroit, Mich.	C. W. Gillespie (1-2-3)	W. E. Gillespie (4) C. W. Gillespie (5)	C. W. Gillespie (6-7) W. E. Gillespie G. A. Gillespie (6-7-8)
GILLHAM ADVERTISING AGENCY *a-e-f* 220-28 Continental Bank Bldg., Salt Lake City, Utah	Marion C. Nelson (1) J. Y. Tipton (2) L. R. Richardson Nelson Lindorff (3)	Dan Leahy (5)	Victor V. Bell (8)
GILMAN ADV. AGENCY, LAWRENCE J. *e* 159 East 34th St., New York City	L. J. Gilman (o-3)	L. J. Gilman (4)	Lillian S. Harris (6)
GITTINS ADVERTISING, BERT S. *a-e-f* 739 North Broadway, Milwaukee, Wis.	Bert S. Gittins (o) Roy A. Franke (3)	H. G. Roesler (5)	Bert S. Gittins (7) Jas. M. Costello Oscar C. Dahlman C. D. Stoddard Pete Keck Vic S. Taylor (8)
GLASER ADVERTISING, INC. *a-e-f-h* 1201 Statler Bldg., Boston, Mass.	Louis Glaser (1-2) T. Eccleston (3)	I. T. Carolan (4) R. T. Collins (5)	M. B. Collins (6-8) A. C. Gottschaldt (7)
GLASSER-GAILEY & COMPANY 3275 Wilshire Blvd., Los Angeles, Calif.* 600 Market St., San Francisco, Calif.	G. F. Glasser (1) P. E. Gailey (2) C. S. Heiser (3)	Jo Brooks (4) C. S. Heiser (5)	G. A. Widman (6) M. L. Graham (7) R. C. Bowen P. E. Gailey (8)
GLENN ADVERTISING, RAY K. *a-b-e-f* 1206 First National Bldg., Oklahoma City, Okla. 1342 Liberty Bank Bldg., Dallas, Tex. 1212 Fort Worth Nat'l Bank Bldg., Fort Worth, Tex.	Ray K. Glenn (1) Lewis Runkle (2) T. A. Workman (Dallas)		
GLEW ADVERTISING, FRANCIS K. 517 Murray Bldg., Grand Rapids, Mich.	Francis K. Glew (1)		
GLICKSMAN ADVERTISING CO., INC. 460 Madison Ave., New York City	J. Glicksman (1) W. Glicksman (2) Gerald Bruce (3)	Gerald Bruce (4) A. Glicksman (5)	Gerald Bruce (6-8) Marilyn Davis L. Glicksman (7) William Ade
GLOBE ADVERTISING SERVICE 400 Bellevue Ave., Detroit, Mich.	A. J. Smith (1) Paul X. Smith (2) A. Schmidbauer (3)	A. Schmidbauer (4) Paul X. Smith (5)	B. Westenberg (6) Paul X. Smith
GOEPEL, JR. AGENCY, CHARLES H. 7214 Bingham St., Philadelphia, Pa.	C. H. Goepel, Jr. (o)		
GOLDBERG ADVERTISING AGENCY, MAX *a-e* Colorado Bldg., Denver, Colo.			
GOLDMAN & COMPANY, I. A. *a* 100 North Eutaw St., Baltimore, Md.* 1015 Chestnut St., Philadelphia, Pa.	I. A. Goldman (1) H. N. Goldberg (2)	G. Goldman (4) R. Everhart (5)	I. A. Goldman (6) H. N. Goldberg (7) P. R. Goldman G. Goldman (8)
GOLNICK & ASSOCIATES, LEON S. Hearst Tower Bldg., Baltimore, Md.	L. S. Golnick (1) Matthew Rice (2) Shirley Feinberg (3)	Tom Doerer (4) Albert Tralins (5)	L. S. Golnick (6) Matthew Rice (7) Hal Steward (8)
GOLOVIN CO., WILLARD B. 424 Madison Ave., New York City	W. B. Golovin (1)		
GOODKIND, JOICE & MORGAN *a-f-h* 919 North Michigan Ave., Chicago, Ill. Affiliated with Raymond R. Morgan Company, Hollywood, Calif.	C. M. Joice (p-1) M. L. Goodkind (p-4) H. P. Roberts (2)	G. M. Taylor (4)	Florence Neighbors (6) M. L. Goodkind (8) H. P. Roberts
GOODWIN & COMPANY, J. HOWARD 604 Real Estate Trust Bldg., Philadelphia, Pa.	Earl A. Gill (1-3) G. W. Orton (2)	E. A. Peoples (4)	
GORDON AGENCY, THE PHIL *a-e* 840 North Michigan Ave., Chicago, Ill.	Phil Gordon (o) D. J. Horn (3)	P. Colgrove (5)	R. Sacks (6) A. Blumenfeld (7)
GOROV CO., JESSE *f* 666 Lake Shore Dr., Chicago, Ill.	Jesse Gorov (o)		
GOTHAM ADV. COMPANY, INC. *a-e-f* 2 West 46th St., New York City	G. E. Harris (1) D. D. Sutphen, Jr. (ex.-2) H. A. Gigante (3)	D. D. Sutphen, Jr. (4) Wm. C. Beach (5)	Margaret Markland (6) S. H. Lane (7) H. N. Elterich Wm. B. Harris Arthur A. Kron (8)
GOULSTON COMPANY, INC., THE *a* 35 Court St., Boston, Mass.	E. J. Goulston (1) E. J. Ziegler (e-4) M. Blackman (3)	M. Blackman (5)	J. L. Michelson (7)
GOURFAIN-COBB ADVERTISING AGENCY Wrigley Bldg., Chicago, Ill.	A. S. Gourfain, Jr. (1) J. P. Gourfain (p) Aaron Adler (3)		Adele Jenks (6) Aaron Adler (8)
GRACE & BEMENT, INC. *a-e* 742 New Center Bldg., Detroit, Mich.	E. R. Grace (1-t) A. F. Bement (ex.-2) L. C. Grace (2-in ch. of research & media)	W. R. A. Graham (4)	L. C. Grace (6-8) E. R. Grace (7) W. R. A. Graham A. F. Bement
GRADY COMPANY, ROBERT B. *f-h* 45 East 17th St., New York City	R. B. Grady (o)	Edwin Miller (4) W. Nardin (5)	R. B. Grady (7) C. P. Quigley Edwin Miller (8)
GRADY & WAGNER COMPANY *a-e* 1790 Broadway, New York City	Jas. Carvill (3)	F. A. Grady (4) W. Wagner (5)	Jas. Carvill (6) A. V. Grady (6-7) F. A. Grady (7-8)
GRANT ADVERTISING, INC. *a-b-e-f* 919 North Michigan Ave., Chicago, Ill. Gulf States Bldg., Dallas, Tex. 30 Rockefeller Plaza, New York City	Will C. Grant (1)		
GRANT ADVERTISING, PAUL *e* 520 North Michigan Ave., Chicago, Ill.	Paul Grant (1) H. Hackworth (3)	Ted Adams (5)	H. Hackworth (7)
GRANT & WADSWORTH, INC. *a-e* 405 Lexington Ave., New York City	Wm. A. Grant (1-t)		
GRAVES & ASSOCIATES *a-e* Radisson Hotel, Minneapolis, Minn.	I. H. Graves (1)		
GRAY & ASSOCIATES, CHARLES M. *f* 300 Francis Palms Bldg., Detroit, Mich.	C. M. Gray (1) C. J. Shower (2) W. Z. Reid (3)	L. M. Folsom (5)	C. M. Gray (6-7) C. J. Shower R. L. Chope (8)
GRAY & ROGERS *a-e* 12 South 12th St., Philadelphia, Pa.	J. B. Gray (p) E. H. Rogers Ralph Hay (3)	J. E. Cornwell (4) Guy Fry (5)	F. K. Esherick (6) R. W. Graham (7) S. G. Landers T. H. Thompson N. D. Gray R. C. Carter W. B. Edwards (8)
GRAY, INC., RUSSELL T. *e-f* 205 West Wacker Dr., Chicago, Ill.	H. A. Scribner (1) W. J. Higgens (2) W. G. Schnell E. Kiesling (3)	W. J. Higgens (5)	R. V. Barr (6) H. A. Scribner (7) W. G. Schnell E. A. Bonfield M. G. Walther
GREEN & COMPANY, INC. HARRY B. *e* 2306 O'Sullivan Bldg., Baltimore, Md.	F. B. Speed, Jr. (1)	Geo. H. Wright (4)	Anne M. Engers (6)
GREEN-BRODIE, INCORPORATED *a* 485 Madison Ave., New York City	Julian P. Brodie (1) Alan Green (s-t) Harold Labow (3)	L. Redmond (4) M. A. Levin (5)	Helen Hurston (6) Julian P. Brodie (7) Alan Green
GREEN, INC., MARVIN *a-e* 140 East Walton Pl., Chicago, Ill.	P. J. Sheahan (3-e)		Helen Whittlesey (6) M. T. Green (7)
GREENE ADV. AGENCY, FINLEY H. *a-e* 360 Delaware Ave., Buffalo, N. Y.	F. H. Greene (o)		
GREGORY ADVERTISING, INC. 716 Citizens Bldg., Cleveland, Ohio	Honor Gregory (1) B. House (2) Ruth Friedman (3)		Honor Gregory (7) Frank Wulf B. House (7-8)
GREGORY, THOMAS M. 1014 Hardesty Blvd., Akron, Ohio	T. M. Gregory (1-3)		
GREGORY & COMPANY, WILLARD G. *f* 307 West Eighth St., Los Angeles, Calif.	W. G. Gregory (1) Ruth Saunders (3)	J. C. Nafziger (5)	G. N. Elliott (7)
GREY ADVERTISING AGENCY, INC. *a-f* Equitable Life Assurance Society Bldg., New York City	L. Valenstein (1) A. C. Fatt (ex.-2) H. Heiser (3)	Edw. Sherry (4) Robert Varol (5) Gerard Guarch	Maria J. White (6) L. Valenstein (7) Arthur C. Fatt Ralph Weinbaum B. I. Brownold Norman Berger Lester Leber Ben Gordon M. H. Heymann Sidney Lightstone Carl Gaubert Joseph Lorin J. E. Finneran Florence Goldin J. H. Lang J. C. Cumming Maria J. White (8) Edward Sherry
GRIFFIN ADVERTISING AGENCY, BRYANT 16 Meeker St., West Orange, N. J.			
GRIFFITH ADVERTISING AGENCY *b-e* 317 Times Bldg., St. Petersburg, Fla.	T. M. Griffith (o-m) F. H. Hochwalt (3)	T. E. Zeidler (5)	T. M. Griffith (6) Charles Dove (7) D. P. Griffith R. F. Bullard (7-8)
GRIFFITH & ROWLAND ADVERTISING 227 Crossman St., Jamestown, N. Y.	H. G. Griffith (1)		
GRINDLE ADVERTISING AGENCY, A. V. *f* 1128 Hume Mansur Bldg., Indianapolis, Ind.	A. V. Grindle (1) M. F. Ball (3)	C. H. Lehr (5)	A. V. Grindle (6-7-8) M. F. Ball (7)
GRISWOLD-ESHLEMAN CO., THE *a-e-f-h* 2700 Terminal Tower, Cleveland, Ohio	C. L. Eshleman (1) K. W. Akers (ex.-2) S. A. Lewis (2) Lloyd Walker (3)	K. W. Akers (4) S. A. Lewis (5)	W. A. Weaver (6) Straud Galey J. F. Davis (7) L. R. Canfield Charles Farran Kenyon Stevenson Stewart Strong Clare Henthorne R. W. Smith E. R. Preble (8)
GROSS ADV. AGENCY, INC., HORACE L. 1528 Walnut St., Philadelphia, Pa.	H. L. Gross (1-3)		
GROSS ADVERTISING AGENCY, JULIAN *h* 11 Asylum St., Hartford, Conn.	Julian Gross (1) G. K. Ray (2) W. Glicksman (3)	B. Berman (4)	
GROSS-SCHOENWALD, INC. 111 North Wacker Dr., Chicago, Ill.	L. H. Gross (1) G. W. Schoenwald (2-3)	J. Wayne Hudson (5)	L. H. Gross (6-7) G. W. Schoenwald (7) E. Skoog
GROVES-KEEN, INC. *b-e* 401 Bona Allen Bldg., Atlanta, Ga.			
GUENTHER ASSOCIATES, INC *a* 224 South Eighth St., St. Joseph, Mo.	W. H. Guenther (1) L. A. Hines (2)	J. B. Sturek (5)	A. C. Denicke (6) W. H. Guenther (7) L. A. Hines (7-8)
GUENTHER-BRADFORD & CO. *a-e-f* 15 East Huron St., Chicago, Ill.* 536 South Hill St., Los Angeles, Calif. 215 Washington St., Binghamton, N. Y.	Otto Guenther (1) H. Margulies (2) W. O'Brien (3)	P. W. Abrams (4) R. E. Craig (5)	W. O'Brien (6) R. T. Soeher Otto Guenther (7) S. A. Peterson P. W. Abrams H. Margulies (7-8)
GUION & CO., INC., ALFRED D. 871 Main St., Bridgeport, Conn.	D. B. Guion (3)		
GUMBINNER ADV. AGENCY, LAWRENCE C. *a-e-f* 9 East 41st St., New York City	L. C. Gumbinner (p) Milton Goodman P. G. Gumbinner H. Kornblum (3)	M. Goodman (4) E. Jacobsen (5)	Jack Goldburg (6) L. C. Gumbinner (7) Milton Goodman Jules Freedman P. Gumbinner (7-8)
GUNN-MEARS ADVERTISING AGENCY *e* Times Bldg., New York City	Wm. P. Gunn (1) E. Shoemaker (2) Virginia Mears (t) J. Dresner (mdse. dir.)	E. Shoemaker (5)	Wm. P. Gunn (6) Rosa Rapp (6-7) J. J. Robinson J. J. Crimmins, Jr. (7) Jules Labert (8)
GUSSOW, KAHN & CO., INC. *a* 200 Madison Ave., New York City	L. L. Gussow (1) Geo. N. Kahn (t)		
GUTMAN ADVERTISING COMPANY 1600 Main St., Wheeling, W. Va.	D. M. Gutman (1)		D. M. Gutman (6) Ivan E. Myers Phyllis Kalany (8)
H			
HACKENBERG ADVERTISING, WM. J. Third Floor, Hawley Bldg., Wheeling, W. Va.	W. J. Hackenberg (o)		W. J. Hackenberg (6)
HACKETT, INC., M. H. *a-f* 9 Rockefeller Plaza, New York City	M. H. Hackett (1-t) C. W. Hawkins (2) B. Pagenstecher		
HAEHNLE ADV. AGENCY, THE WALTER 123 East Sixth St., Cincinnati, Ohio	W. F. Haehnle (1) M. C. Haehnle (3)	L. Smithson (4) Robert Hayes (5)	W. F. Haehnle (6-8) Alvin Plough (7) M. C. Haehnle (7-8) H. Geerin Lloyd Smithson
HAHN ADVERTISING, MARVIN 2205 Fisher Bldg., Detroit, Mich.	Marvin Hahn (o) M. Smelts (3)		
HAHN-RODENBURG COMPANY, THE 528½ South Fifth St., Springfield, Ill.	C. E. Hahn (1) J. C. Rodenburg (2) Fred Flabb (3)	S. P. Wright (4) J. C. Garm (5)	C. E. Hahn (6-7)
HAINES ADVERTISING AGENCY, J. B. *a-e* 1218 Chestnut St., Philadelphia, Pa.			
HALL ADV. AGENCY, INC., MELVIN F. *e-g* 220 Delaware Ave., Buffalo, N. Y.	M. F. Hall (1) H. H. Church (2) Katharine L. Coon (3)	C. G. Jenkins (4) H. L. Britton (5)	M. F. Hall (6-7) H. H. Church C. G. Jenkins Alice Gaskill W. B. Tanner (6-7-8)
HALL COMPANY, DOUGLAS 801 Patterson Blvd., Dayton, Ohio	Douglas Hall (1) L. S. Hall (2) R. Heinkel (s)		Paul Martin (6)
HALPERN ADVERTISING AGENCY *a* 151 West 40th St., New York City	S. S. Halpern (o)		
HAMILTON ADVERTISING AGENCY, J. R. *a-e* 180 North Michigan Ave., Chicago, Ill.	T. J. Harris (2) E. Neubauer (3)	D. M. Smith (5)	Ann Sandy (6) J. J. Lawler (7) A. L. Gale T. J. Harris S. T. Claflin (7-8)
HAMILTON, INC., WILLIAM IRVING *a-e* 267 Fifth Ave., New York City	W. I. Hamilton (1) M. C. Macarthy (2)	M. C. Macarthy (5)	
HAMMEL AND HAMMEL 412 Grant Bldg., Los Angeles, Calif.	M. J. Hammel (p) F. H. Hammel	H. S. Hastings (5)	
HAMMER ADVERTISING AGENCY American Industrial Bldg., Hartford, Conn.	M. H. Hammer (1) L. Barlow (3)	Madeline Carter (4) L. Barlow (5)	Helen Zimmerman (6) Jack Raskin (7) C. A. Adami (6-7) A. G. Bauer (7)
HANSELL-ZOOK, INC. 325 Land Title Bldg., Philadelphia, Pa.	S. F. Hansell (1) J. V. Pimm (2)		
HARDING LAKE CO. *b-e* Exchange Bldg., Memphis, Tenn.			
HARMON ADVERTISING AGENCY 710 Chapman Bldg., Portland, Me.			
HARRINGTON ADVERTISING, KING 441 Powell St., San Francisco, Calif.	K. Harrington (1)	Ruth Hutshing (4)	
HARRIS ADVERTISING AGENCY, INC., R. T. 1008 First National Bank Bldg., Salt Lake City, Utah	R. T. Harris (1-3) T. H. Axelsen (2)	T. H. Axelsen (4) S. E. Samuelson (5)	R. F. Bailey (6) R. T. Harris (7) T. H. Axelsen (7

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 158*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
HARRISON ASSOCIATES, INC., LESTER *f*. 341 Madison Ave., New York City	L. Harrison (1). Emanuel Weill (2) Lillian Harrison (3)	Ruth McCloy (4). John Russo (5)	I. Weisfeld (6) Sam Chernow (7) M. Bacenheimer Sidney Rubin (8)
HARRISON-RIPPEY ADVERTISING CO. *e*. 1274–76–78 Arcade Bldg., St. Louis, Mo.	Milton Rippey(1-3) B. Leifeld (2)	Milton Rippey (4).	M. Rippey (6-7-8) B. Leifeld (7)
HARTLEY ADVERTISING, HARRISON. Mechanics State Bank Bldg., St. Joseph, Mo.	H. Hartley (1).		
HART-CONWAY CO., INC. *a-e*. Genesee Valley Trust Bldg., Rochester, N. Y.	H. L. Hart (1). H. E. Kennedy (2) G. Van Inwagen (3)		J. P. Brown (6) H. L. Hart (6-7) Ward Phillips (7) H. E. Kennedy J. P. Street (8)
HARTMAN COMPANY, GEORGE H. *a-e-f*. 307 North Michigan Ave., Chicago, Ill.	G. H. Hartman (1) Alfred Festen (3)	C. D. MacMillan (4) Alfred Festen (5)	Edwin Cahn (7) J. T. Holloway Henry Nathan Thos. Kivlan (7-8)
HARTMAN CO., INC., L. H. *a-e*. 50 Rockefeller Plaza, New York City	L. H. Hartman (1) T. Rosenwald Jr. (2-t) J. H. Eydeler (a) Joseph Elson (3)	S. A. Halpern (4). N. H. Clemence (5)	T. Rosenwald, Jr. (6) Margaret C. Ryan
HARVEY-MASSENGALE COMPANY, INC. *a-b-e*. 721 Walton Bldg., Atlanta, Ga.* 405 Snow Bldg., Durham, N. C.			
HARWOOD ADVERTISING AGENCY. Commercial Trust Bldg., Philadelphia, Pa.	C. F. Harwood (o).		
HAWK, FINANCIAL ADV., C. FRANKLIN. Builders Exchange, Akron, Ohio			
HAYES, ADVERTISING, CHARLES ELWYN *e*. 122 S. Michigan Ave., Chicago, Ill.	C. E. Hayes (1).		
HAYNES ADVERTISING COMPANY. 4007 Farnam St., Omaha, Nebr.	J. W. Haynes (1).		
HAYS ADVERTISING AGENCY *a-e*. 252 College St., Burlington, Vt.	W. A. Myers (1).		W. A. Myers (7) A. E. Hawkins
HAZARD ADVERTISING CORPORATION *a-e-f*. 295 Madison Ave., New York City	C. H. Hazard (1). Adelaide Stevens (2) Fred Forster (3)	Paul Ide (4). Adelaide Stevens (5)	Mack Leblang (6) Herbert Peck (7) J. L. Boland, Jr. John Hogan
HEILBRONNER CO., A. H. 212–4 North Main St., Butte, Mont.	A. H. Heilbronner (1) Jack Gibson (3)	H. Thomas (4). C. A. Bronner (5)	A. H. Heilbronner (6) Elsie Gilbert (8)
HEISMAN, ADV. AGENCY, G. E. *e*. Gettysburg, Ohio	G. E. Heisman (1).		
HELD ADVERTISING, ARTHUR *e*. 4880 Sheridan Rd., Chicago, Ill.	Arthur Held (o-1).	Harry Klassen (5).	Arthur Held (6-7) H. Touff (direct mail dept.)
HENRI, HURST & McDONALD, INC. *a-e-f*. 520 North Michigan Ave., Chicago, Ill.	W. B. Henri (1). W. D. McDonald (secy.) J. F. Hurst (t) A. L. Decker (ex.-2) H. E. Christiansen (2) A. M. Semones E. L. Potter		
HERALD ADVERTISING CO. 610 N. Medina St. (Box 4068 Station A) San Antonio, Texas	F. A. Fitch (1). C. F. Byers (2-3)	M. T. Merry (4). M. E. Trevino (5)	C. F. Byers (6-8) F. A. Fitch (7)
HERMAN & SANDERS. 1133 Broadway, New York City	Mollie C. Herman (p) I. Sanders (p-2-3)	Irving Sanders (5).	Mollie C. Herman (6)
HEVENOR ADV. AGENCY, INC. *a-e-g*. 11 North Pearl St., Albany, N. Y.	H. L. Hevenor (1). Veronica N. Hevenor (2) C. T. Ladd (3)	H. L. Hevenor (4). B. Heyman (5)	H. L. Hevenor (6-7) E. T. Loveday (6-7-8)
HICKERSON, INC., J. M. *a-e-f*. 110 East 42nd St., New York City* 917 Fifteenth St., N. W., Washington, D. C.	J. M. Hickerson (1) A. J. Welch (2) F. B. Ziehl (3)	Paul deGuzman (4) E. M. Olsen (5)	F. B. Ziehl (6) J. M. Hickerson, (7) J. P. Jones, Jr., P. deGuzman
HICKS ADVERTISING AGENCY *a-e*. 580 Fifth Ave., New York City	F. Marquis (1). M. Kavelin (2) A. Kollmere (3)	Ronald Rogers (4). F. Marquis (5)	F. C. Russel (6-7) F. Marquis (7-8)
HICKS ADVERTISING, WARD *a*. 315 West Gold Ave., Albuquerque, N. M.	Ward Hicks (o).		
HICKS, LIVINGSTONE PORTER. 3216 Eaton Tower, Detroit, Mich.	L. P. Hicks (o). Patricia Adams (3)		Patricia Adams (6)
HILL ADVERTISING, IVAN. 1028 Palmolive Bldg., Chicago, Ill.	Ivan Hill (1).		
HILL COMPANY, W. S. *a-e-f*. 328 Fourth Ave., Pittsburgh, Pa.	V. H. McClure (1). A. F. Heinecke (2) Fred E. Bishop John A. Fink (3)	Albert J. Reiss (5).	C. J. Vogel (6-8) V. H. McClure (7) A. F. Heinecke Fred E. Bishop
HILL COMPANY, INC., THE ALBERT P. *a-e-f-h*. 233 Oliver Ave., Pittsburgh, Pa.	Albert P. Hill (1). J. A. McNally (2) K. Kerrigan (3)	H. B. Peebles (4).	A. P. Hill (7) J. A. McNally H. B. Peebles H. Gearegan (6-7-8)
HILLMAN-SHANE-BREYER, INC. 403 W. 8th St., Los Angeles, Calif.	D. S. Hillman (1). Donald Breyer (2) E. Perlin (3)	H. Arstein (4). M. Sylva (5)	E. Perlin (6) D. Hillman (7) E. Ivey J. DeGarmo H. Arstein D. Breyer (7-8)
HINRICHSEN ADV. AGENCY, FRED A., *f*. 514 Putnam Bldg., Davenport, Iowa	F. A. Hinrichsen (1)		
HIRSHON-GARFIELD, INC. *a-e*. 580 Fifth Ave., New York City Statler Bldg., Boston, Mass.	S. Garfield (1-a) A. Hirshon (ex. 2-t)		
HIXSON-O'DONNELL ADV., INC., *a-e-f*. 19 West 50th St., New York City	G. K. Breitenstein (1) Sylvester M. Morey (2-g.m.)		
HOCKSWENDER AGENCY, B. H. Commonwealth Bldg., Pittsburgh, Pa.	B. H. Hocksawender (1)		
HOELKE-MARTINE ADV. AGENCY, INC., *f*. International Bldg., St. Louis, Mo.	S. F. Martine (1). Albert Sparks (2) J. P. Flavin (3)	Wm. H. Hoelke (4) Albert Sparks (5)	J. P. Flavin (6-7-8) Albert Sparks (7)
HOFFMAN ADVERTISING, H. LEE. Charles and 22d Streets, Baltimore, Md.	H. L. Hoffman (1). Carl Quensen (3)		Dorothy Page (6)
HOFFMAN & ASSOCIATES, WILLIAM, *a-f*. 737 No. Michigan Ave., Chicago, Ill.	W. Hoffman (1). M. Seilhorn (ex-2) A. Hoffman (s-t)		W. H. Englehardt (7) Edwin P. Leader
HOFFMAN & YORK, ADVERTISING *e-f-h*. Century Bldg., Milwaukee, Wis.	H. G. Hoffman (p). Wilford York (p)		Wilford York (6) H. L. Peek (7-8)
HOLDEN ADV. AGENCY, JOHN T. 1808 Del Paso Blvd., North Sacramento, Calif.	John T. Holden (1).		
HOLDEN STEDMAN & MOORE, INC. *e-f-g*. 900 Donovan Bldg., Detroit, Mich.	Parker Holden (1). L. P. Moore, Jr. (2) Hugh McNeill (3)	A. Clifford (4). Hugh McNeill (5)	Dick C. Flint (6-7) Hugh McNeill (7) L. P. Moore
HOPFER INDUSTRIAL ADV., O. E. *e*. Professional Bldg., Oakland, Calif.	O. E. Hopfer (o-1).	R. S. Doggs (5).	O. E. Hopfer (6)
HORTON & CO., M. M. 274 Madison Ave., New York City	M. M. Horton (1). W. G. Rouse (2)	H. D'Agostino (5).	R. T. Watts (7) K. G. Farnsworth (8)
HORTON-NOYES COMPANY *a-e-f*. 2300 Industrial Trust Bldg., Providence, R. I.	E. S. Horton (p). F. C. Noyes (p) R. C. R. Noren (p) J. A. Lamont (3)	L. P. Cottman (4). C. A. Arnold (5)	C. H. Rickard (media dir) C. D. Prutsman (market. dir)
HOSKINS ASSOCIATES, GEO. C. *a*. 210 S. Clark St., Chicago, Ill.			
HOUCK & COMPANY, ADVERTISING *a-b-e-f*. 25 West Church Ave. Roanoke, Va.* 7th Floor, State Planters Bank Bldg., Richmond, Va.	C. B. Houck (1). Paul H. Long (3)	E. R. Deady (5).	C. B. Houck (6-7) Paul H. Long (7) Kathryn H. Ferguson
HOUSTON ADVERTISING-SERVICE CO. 3312 Sunset Blvd., Los Angeles, Calif.	A. J. Houston (o).		
HOWARD COMPANY E. T. *a-e*. 40 East 49th St., New York City	Dewey Pinaker (1). A. L. Lippman (2) W. R. Hinch (3)	Dewey Pinaker (4). C. Kaestner (5)	W. R. Hinch (6) Joseph Howell (7) A. G. Lippman (7-8)
HOWARD-WESSON CO., INC. *f*. 44 Portland St., Worcester, Mass.	A. E. Howard (1).		M. L. Fitch (6)
HOYT COMPANY, INC., CHARLES W. *a-e-f-h*. 551 Fifth Ave. New York City (*) 15 Lewis St., Hartford, Conn.	E. W. Hoyt (1). W. K. Dingledine (2) N. Lampert (3)	W. K. Dingledine (4) M. Schnieringer (5)	D. W. Coutlee, Jr. (6) C. B. Donovan(6-7) E. W. Hoyt (7) W. K. Dingledine Norman Lampert F. A. Whipple David Jeidell W. P. Smith (8)
HUBBELL ADV. AGENCY, INC., THE *a-e-f*. Carnegie Hall, 1220 Huron Road, Cleveland, Ohio	F. Hubbell (1). Ines Wallace (2)		I. M. Adams (6-7) J. E. Mason Fred J. Allen (7) F. Hubbell (7-8) Ines Wallace (8)
HUBERT ADV. COUNSEL, F. B. *e-f*. 2832 E. Grand Blvd., Detroit, Mich.	F. B. Hubert (o). C. F. Allyn (3)	C. F. Allyn (5).	F. B. Hubert (6-7)
HUDGINS COMPANY, THE H. E., INC. *a*. 7 West Hamilton St., Baltimore, Md.	H. E. Hudgins (1). T. H. Reese (2) E. S. Buckler, Jr. (s.-t.)		
HUDSON ADVERTISING COMPANY. 92 Liberty Street, New York City	T. Murray (1). W. D. Murray (2) Lynn F. Hyde (3)	Louis Grudin (4).	S. R. Huntley (7) J. H. Driscoll
HUDSON & ASSOCIATES, RAYMOND C. 205 W. Wacker Drive, Chicago, Ill.	R. C. Hudson (o-1)	Edward H. Guy (4)	R. C. Hudson (6-7) E. H. Guy (7-8)
HUMBERT & JONES *e-f*. 228 East 45th St., New York City	R. C. Jones (o). R. Bialik (3)	H. Freimark (4). O. L. Sanders (5)	Helen Deutsch (6) G. J. Leroy (7) K. E. Humbert(7-8)
HUMPHREY COMPANY, H. B. *a-e-f-h*. 1235 Statler Bldg., Boston, Mass.	R. S. Humphrey (1) J. L. Watkins (2) Herbert T. Hand G. L. Leonard (3)	J. L. Watkins (4). W. L. Caffrey (5)	H. T. Hand, Jr. (7) F. S. Christian
HUMPHREY, PRENTKE & ASSOCIATES, INC. *e*. 8121 Carnegie Ave., Cleveland, Ohio	H. E. Prentke (1-3) C. F. McConnell (2)	Earl Franke (5).	R. B. Humphrey (6-7-8) H. E. Prentke (6-7) Robert Brown (7) Fred W. Frey
HUNT ADV. AGENCY, JOHN F. 28 So. Main, Mechanicsburg, Ohio	C. P. Keller (1).		C. F. Keller (6)
HUTCHINS ADVERTISING CO., INC. *a-e-f*. Cutler Bldg., Rochester, N. Y.	M. S. Hutchins (1) F. A. Hutchins (2) D. A. Meritt (3)		F. I. Hutchins (6)
HUTZLER ADVERTISING AGENCY. Third National Bldg., Dayton, Ohio	H. H. Hutzler (o).	Edna Kastner (4). W. E. Banker (5)	H. H. Hutzler (6)
HYMAN ADVERTISING, INC., JAMES M. M. 55 West 42nd St., New York City	J. M. M. Hyman (1) Anne Hyman (2) G. R. W. Bush (3)	G. R. W. Bush (4). J. Armellino (5)	
I			
INDUSTRIAL ADVERTISING ASSOCIATES. Wrigley Bldg., Chicago, Ill.	M. G. Peterson (1)		
INGALLS-MINITER COMPANY *a-e-f*. 137 Newbury St., Boston, Mass.	A. W. Ingalls (o-1) J. R. Miniter (2) Clinton Jordan J. R. Miniter (3)	R. G. Heard (5).	Harriet Albright (6-8) A. W. Ingalls (7) J. R. Miniter Clinton Jordan
INGOLDSBY COMPANY, WM. A. 452 I. W. Hellman Bldg., Los Angeles, Calif.	W. A. Ingoldsby (m) J. W. Ingoldsby (3)	A. W. Ingoldsby (4)	J. W. Ingoldsby (6-7) A. W. Ingoldsby W. A. Ingoldsby (6-7-8)
INTER-RACIAL PRESS OF AMERICA, INC., THE. Chrysler Bldg., New York City	N. H. Seidman (1). F. Schwartzman (3)	F. Schwartzman (4-5)	Edith Glosser (6)
INTERSTATE ADVERTISING AGENCY. 19–21 N. Jackson St., Danville, Ill.	Philip Theurer (1). Russell L. Guin (2) Fred Brougher (3)	Richard Lakins (5)	Glenn V. Gill (7)
IOLA COMPANY, INC., THE B. D. *a-e-f*. 551 Fifth Ave., New York City	B. D. Iola (1). Irving Berk (2) A. B. Lee (3)	J. Schuman (4). Howard Imhoff (5)	I. Berk (6-7) B. D. Iola (7-8)
IVEY & ELLINGTON, INC., *a*. 1400 S. Penn Square, Philadelphia, Pa.	Neal D. Ivey (1). J. T. Ellington (ex- 2-t) G. P. Darrow (2) G. V. Strong (a)		
J			
JAAP-ORR COMPANY *a*. American Bldg., Cincinnati, Ohio			L. P. Orr (7) H. C. Jaap
JACKSON & COMPANY. 22 Worth St., New York City	P. E. Jackson (p). Louis A. Musto (3)	M. Melbourne (5).	J. B. Rundle (7) T. K. Cowdin John Yeargain
JACOBS AGENCY, INC., DILLARD *a-b-e*. 1108 Mortgage Guarantee Bldg., Atlanta, Ga.	J. D. Jacobs (1). P. W. Smith (2) D. M. Stone (3)	D. M. Stone (4). R. W. York (5)	R. S. Peacock (6) J. D. Jacobs (7) P. W. Smith (7-8)
JACOBY, JOSEPH R. 2809 Atlantic Ave., Wildwood, N. J.	J. R. Jacoby (o). Carl Schaller (3)	C. Sheehan (4). Carl Schaller (5)	Joseph R. Jacoby (6-7-8)
JAFFE & JAFFE ADVERTISING AGENCY *a*. 3142 Wilshire Blvd., Los Angeles, Calif.	B. Jaffe (o-g m). Sam Jaffe (3)	Jud Wright (5).	L. Rangno (6-7) Ben Jaffe (7) Sam Jaffe
JAQUA COMPANY, THE. 101-111 Garden St., S. E., Grand Rapids, Mich.	C. A. Jaqua (1). P. B. Peterson (2-3)	W. A. Peterson (4). Dorothy E. Jaqua (5)	R. E. Jaqua (7) W. A. Peterson Armen Golay C. A. Jaqua (8) R. C. Jaqua
JASPER, LYNCH & FISHEL, INC. *e-f*. 22 West 48th St., New York City	R. A. Jasper (1). J. E. Wilkes (2) A. P. Zabin Michael Gore S. Groden (3)	M. M. Hermanson (4) R. P. Rose (5)	R. A. Jasper (7) J. E. Wilkes A. P. Zabin Michael Gore Alfred Fried
JEFFRIES COMPANY, W. C. *e-f*. 165 N. La Brea Ave., Los Angeles, Calif.	W. C. Jeffries (1). E. F. Folger (3)	E. F. Folger (5).	W. C. Jeffries (6-8)
JENKINS ADVERTISING, WILLIAM *a-f*. 220 South 16th St., Philadelphia, Pa.	W. Jenkins (o). Jules Scalella (3)	R. M. Dillett (4). Jules Scalella (5)	R. F. King (6-7) W. Jenkins (7) R. M. Dillett
JOHNSON ADVERTISING AGENCY, CARL O. 201 East Broadway, Sedalia, Mo.	C. O. Johnson (1).		
JOHNSON ADV. AGENCY, VOYLE CLARK *e*. 30 No. La Salle St., Chicago, Ill.	V. C. Johnson (1).		
JOHNSON, READ & COMPANY, INC. *e-h*. 53 West Jackson Blvd., Chicago, Ill.	G. H. Read (1). A. T. Lewis (2) M. B. Sutherby (3)	G. H. Read (4). M. B. Sutherby (5)	G. H. Read (6-7) M. B. Sutherby
JONES COMPANY, DANA *h*. 756 South Broadway, Los Angeles, Calif.			
JONES COMPANY, DUANE *a-e*. General Electric Bldg., 570 Lexington Ave., New York City	Duane Jones (p). H. R. Turnbull (ch Plan Com) E. Hulshizer (oper m)	R. T. Smith (4). T. F. McManus (5) A. J. Hilton (prod m-6) L. Leaman (t)	A. J. Hilton (6) Regina Schusbel (Time buyer) C. F. Bell (7) Brent Groves E. Hulshizer (8) N. B. Norman P. A. Werner

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 159)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
JONES COMPANY, THE RALPH H. *a-e-f-h* 31st Floor Carew Tower, Cincinnati, Ohio* 580 Fifth Ave., New York City	R. H. Jones (1) S. A. Willer (2) Elmer A. Vehr (s)		
JONES ADV. AGENCY, INC., WYLIE B. *a-e* 60 Exchange St., Binghamton, N. Y. 366 Madison Ave., New York City	J. C. Clark (1) B. W. Heimer (3)	B. W. Heimer (4) Free lance (5)	B. W. Heimer (6)
JOSEPH ADVERTISING AGENCY *a-e* 1801 Reading Road, Cincinnati, Ohio	J. M. Joseph (p)		J. M. Joseph (6) Eli Cohan
JUDD ADVERTISING COMPANY, SAM P. *a-e* 615 North Ninth St., St. Louis, Mo.	S. P. Judd (o) S. T. Judd (3)	Marie Vance (4)	J. V. Huffman (7)
JUNE AND COMPANY 1603 Longfellow Avenue, Detroit, Mich.	Robert June (1) J. D. June (2) Robert June II (3)	E. D. June (t)	C. M. Weiland (s-6) Robert June (7) John D. June
JOHNSTON, FRANK B 117 Liberty St., New York City 1359 Third Ave., New York City			
JOHNSTONE ADV. & SALES SERVICE 26 Forbes St., Rochester, N. Y.	F. W. Clements (1) W. Blamire (2) W. H. Anderson (3)	Leon LaPorte (4)	F. W. Clements (6-7) Leon LaPorte (7)
JONES & BRAKELEY, INC. *a-e-f* 150 Nassau St., New York City	J. P. Jones (1) James D. Webb (2) D. J. Graham, Jr. (3)	F. E. Fehlman (4) Hal Clark (5)	C. Yard (6) J. D. Webb (7) F. P. Whitbeck H. J. Seymour D. M. Church R. M. Henderson
K			
KAHN & ASSOCIATES, ROBERT 430 N. Michigan Ave., Chicago, Ill.	Robert Kahn (1) E. J. Kahn (2) Bernice Stone (3)	Warren Kelly (4) W. F. Jenne (5)	Bernice Stone (6) E. J. Kahn (7) Robert Kahn (7-8)
KALETZKI, CHARLES H 918 University Bldg., Syracuse, N. Y.	C. H. Kaletzki (o) R. Mastriano (3)	Dorothy Crowell (4) V. Fischer (5)	L. Perkins (6)
KANE ADVERTISING *a-e-f* 308 N. East St., Bloomington, Ill.	A. P. Kane (1) W. H. Kinsall (g m) John Hunt (3)	J. Cullinan (4) H. Bramble (5) J. B. Puccio (des. consultant)	W. H. Kinsall (6-7-8) Jim Irvin (7)
KAPLAN, ARTHUR B 15 East 40th St., New York City	A. B. Kaplan (1)		
KARCH ADVERTISING AGENCY, JOHN *e* 280 Broadway, New York City	John Karch (o) M. Altomari (3)	Robert Karch (5)	Michael Altomari (6-7-8) John Karch (7)
KASTOR & SONS ADV. CO., INC., H. W. *a-e* 360 No. Michigan Ave., Chicago, Ill. Arcade Bldg., St. Louis, Mo. 9 Rockefeller Plaza, New York City			
KATZ COMPANY, THE JOSEPH *a-e-f-h* 8 South St. Baltimore, Md. * 444 Madison Ave., New York City	Joseph Katz (1) N. C. Wildman (2) Harry Kullen (3) (Baltimore) Wm. F. Mullen (N. Y.)	Stuart Campbell (5) (Baltimore) J. C. Jowaisas (N. Y.)	J. T. McHugh (6) (Baltimore) Elizabeth Black (N. Y.) Gordon Gross (8) Harold Kaye (Baltimore) Herschel Deutsch Leslie Katz (N. Y.)
KAUFMAN, ADVERTISING, HENRY J. *a-e-f-k* 310 Homer Bldg., Washington, D. C.	H. J. Kaufman (o) Betty D. Gwyer (3)	W. F. Sigmund (4) Eugene Hoover (5)	Betty D. Gwyer (6) S. I. Smith (7) G. C. Brant, Jr. Jeffrey A. Abel (7-8)
KAY, INC., J. ROLAND 230 East Ohio St., Chicago, Ill.	J. Roland Kay (1) R. H. Kay (2) W. C. Raithel, Jr. (3)	W. C. Raithel, Jr. (4-5)	V. E. Burgess (6) J. R. Kay (6-7) W. C. Raithel, Jr.
KAY COMPANY, INC., TYLER *e* 775 Main St., Buffalo, N. Y.	H. Tyler Kay (1) H. G. Sanford (2) G. Randorf (3)	G. Randorf (4) H. C. Wild (5)	H. Tyler Kay (6)
KAYTON-SPIERO COMPANY, INC. *a-f* 230 West 41st St., New York City	G. B. Spiero (1)		
KEAN ADVERTISING AGENCY, THE *e* 1714 Pine St., Philadelphia, Pa.	Jules Kean (1) Rosalie Kean (3)		
KEANE, N. W., *a* 95 Nassau St., New York, N. Y.			
KEANE ADV. AGENCY, RAYMOND 209 Wilda Bldg., Denver, Colo.* 804 Haas Bldg., Los Angeles, Calif.	Corp. R. Keane (o) Ethel N. Hines (p) W. Battersea (3)	L. White (4) M. Samz (5)	R. Keane (6) M. L. Glackemeyer Fletcher Trunk (7) A. M. Wright Ethel N. Hines (8)
KEELING & COMPANY, INC. *a-e-f-h* Chamber of Commerce Bldg., Indianapolis, Ind.	H. R. Keeling (1-t)		
KEELOR & STITES COMPANY, THE *a-e-f-g* 3001 Carew Tower, Cincinnati, Ohio	Sells Stites (1) P. R. Hume (2) A. Brickwood (3)	S. M. Levy (4) J. Nieporte (5)	P. R. Hume (6-7) Sells Stites (7) C. N. Ascheim S. M. Levy (7-8)
KEESHEN ADVERTISING COMPANY Capitol Savings Bldg., Oklahoma City, Okla.	J. F. Keeshen (o)		
KEIM ADVERTISING AGENCY 1505 Third Ave., New York City	George H. Hill (o)		
KELLER-CRESCENT COMPANY 24 Riverside Ave., Evansville, Ind.	A. A. Brentano (1) Ervin Weil (2) Robert Rice (3)	Will Joplin (4) Norman Muth (5)	Will Joplin (6) Al Koch (7) Paul Ritchel Mac Alan
KELLY, ADV. AGENCY, EWING C. Capital National Bank Bldg. Sacramento, Cal.* 101 Post Street, San Francisco, Calif.	E. C. (Gene) Kelly (o)	Elizabeth Pennell (m-S. F.)	Gardner (7)
KELLY, NASON, INC. *a-e* 247 Park Ave., New York City	John C. Kelly (1) J. R. P. Nason (ex 2-t)		
KELLY, ZAHRNDT & KELLY, INC. *e* 745 Cotton Belt Bldg., St. Louis, Mo.	C. F. Kelly, Jr. (1) Virgil A. Kelly (2) W. W. Zahrndt M. G. Kelly (3)	Virgil A. Kelly (4) B. P. Burnes (5)	Walter W. Zahrndt (6-7-8) C. F. Kelly, Jr. (7) Virgil A. Kelly
KELSEY, ADVERTISING, CLARK B 666 Lake Shore Drive, Chicago, Ill.	C. B. Kelsey, Sr. (1) M. K. Kelsey (3)	M. L. Samson (5)	C. B. Kelsey (7) M. L. Samson
KELSEY COMPANY, FENTON 114 South Carroll St., Madison, Wis. 43 East Ohio St., Chicago, Ill. 342 Madison Ave., New York City	F. Kelsey, Jr. (1) J. S. Kelsey (2) John Worden (3)	W. N. Dudley (4) John Worden (5)	
KENNEDY AND COMPANY 43 East Ohio St., Chicago, Ill.	W. J. Kennedy (o) Elizabeth Cromey (3)	J. Metzger (5)	W. J. Kennedy (7) E. C. Kennedy
KENYON & ECKHARDT, INC. *a-e-f-h* 247 Park Ave., New York			
KERN ADVERTISING AGENCY, C. F. *a-e* 1400 South Penn Square, Philadelphia, Pa.	C. F. Kern (o) M. Glass (3)	R. Soper (4) J. Love (5)	R. Soper (6) J. Widener (7)
KETCHUM, MACLEOD & GROVE, INC. *a-e-f-h* 2000 Koppers Bldg., Pittsburgh, Pa.	G. Ketchum (1) R. E. Grove (2) Ernest T. Giles Emil Hofsoos Vincent Drayne R. L. Forsythe, Jr. (3)	H. B. Cushman (5)	C. E. Livingston (6-8) G. Ketchum (7) Robert E. Grove Ernest T. Giles Emil Hofsoos Vincent Drayne C. M. Morley Harry Stanley T. N. Wilder J. M. Huggett Gail Gordon (7-8)
KEY ADVERTISING COMPANY, THE *a-e-f* 805 Fountain Square Bldg., Cincinnati, Ohio	Samuel Glueck (1) N. P. Glueck (2-3)	W. Savage, Jr. (4)	Dorotha Gosney (6) N. P. Glueck (7) W. Savage, Jr. (7-8)
KIERNAN & COMPANY, FRANK *a-e* 41 Maiden Lane, New York City* 16 Court St., Brooklyn, N. Y.	F. Kiernan (p) J. R. Kiernan (p)	John E. Morton (4)	F. Hudson (7) Robert Hilton A. J. Kennedy, Jr. Arthur Bray S. D. Mallin
KIESEWETTER ADV. AGENCY, INC., THE H. M. *a-f* 9 East 40th St., New York City	E. T. Kiesewetter (1) L. G. Wallace (2) H. R. Sweet (3)	Samm S. Baker (4) R. Wetterau (5)	A. E. Maier (6) E. G. Chase H. M. Kiesewetter (7) C. K. Elliott Harold Wengler J. F. Cross John F. Casey (8) W. M. Engelmann (6)
KIMBALL COMPANY, INC., ABBOTT *a-e-f-h* 250 Park Ave., New York City	A. Kimball (1) John Cole (2) C. Poppleton Ralph Nelsen (3)	S. Birchall (4)	
KING, A. ROWDEN 102 Hillyer St., East Orange, N. J.	A. R. King (1) H. L. Allen (3)		
KING ADV. AGENCY, ROBERT PORTER Wood County Bank Bldg., Parkersburg, W. Va.	R. P. King (1)		
KINGSHALL ADV. AGENCY, INC. *e* 328 N. Lake Ave., Pasadena, Calif.	C. E. Sydnor (1) D. Kalbus (2)	E. Beaupre (5)	C. A. Sydnor (6)
KIRCHER CO., INC., THE ALBERT *e-f-h* 1001 W. Washington Blvd., Chicago, Ill.	A. Kircher (1) L. H. Lasher (2-3)	R. Girardin (4) M. O. Hopkins (5)	Elizabeth Jette (6) L. H. Lasher (7) D. A. Strong R. Girardin M. O. Hopkins (8)
KIRCHER, LYTLE, HELTON & COLLETT, INC. 321 West First St., Dayton, Ohio	J. H. Lytle (1) R. C. Kircher (2) C. B. Helton (3)	Ralf Kircher (4) G. Sigritz (5)	Emerson Mook (6) Otto Diemer R. Collett (6-7) J. H. Lytle (7) R. Kircher (7-8)
KIRKGASSER-DREW *e* 400 N. Michigan Ave., Chicago, Ill.	G. J. Kirkgasser (1) L. A. Drew (2) A. A. Buchholtz (3)		G. J. Kirkgasser (7) L. A. Drew
KIRKPATRICK ADV. SERVICE, W. S. *a-e-h* American Bank Bldg., Portland, Ore.	W. S. Kirkpatrick (o-g.m.) P. D. Knowlton (s) G. M. Couche (3)	Roy M. Bird (4)	W. S. Kirkpatrick (6-7) Geo. M. Couche Roy M. Bird (7-8)
KIRSCHNER AND COMPANY 354 Pine St., San Francisco, Calif. * 548 S. Spring St., Los Angeles, Calif.	H. H. Kirschner (1) Mary Luhman (3)	Dorothy Lesser (4) C. Centanni (5)	
KLAU-VAN PIETERSOM-DUNLAP-ASSOC., INC. *a-e-f* Commerce Bldg., Milwaukee, Wis.	W. F. Dunlap (1) H. F. Hall (ex.-2) F. V. Birch A. R. McGinnis (2) Roger C. Loew H. M. Landgraf (4) L. I. Archer (s) C. F. Schilke (3)	Russell E. Oakes (4)	L. I. Archer (6) E. F. Zeisig (7) V. F. Lawrence Harry L. Adams Roger C. Loew H. M. Landgraf A. R. McGinnis
KLEIN ADVERTISING AGENCY, PHILIP *a* 1910 Rittenhouse Sq., Philadelphia, Pa.	Philip Klein (1) Sigmund Klein (2)	Henry Klein (4) R. Pettinato (5)	Gloria Speigelman (6) M. Koshland (7) Walter Green (8)
KLEPPNER COMPANY, INC., THE *a-e-f-h* 551 Fifth Ave., New York City	Otto Kleppner (1) Leon Balsam (s) J. J. Collins (3)	F. D. Baker (5)	Leon Balsam (6)
KLINE ADVERTISING AGENCY Kline Bldg., Kent, Ohio	Major F. L. Kline (o-m)		
KNABB ADVERTISING COMPANY, JACK Hiram Sibley Bldg., Rochester, N. Y.	Jack Knabb (1)		
KNAPP & ASSOCIATES, FRED. G. 1435 Clarence Ave., Lakewood, Cleveland, Ohio	F. G. Knapp (1-3) Laurie B. Knapp (2)	Ed. Behrend (5)	F. A. Knapp (7) F. G. Knapp (8)
KNICKERBOCKER ADVERTISING SERVICE 70 Spring Hill Ave., Staten Island, N. Y.			
KNIGHT AND GILBERT, INC. *a-e-f* 42 Pine St., Providence, R. I. Park Square Bldg., Boston, Mass.	R. B. Knight (1) A. J. Seaman, Jr. (2) John P. Gilbert W. R. Wing (4)		
KNOLLIN ADVERTISING AGENCY *e-f-h* 111 Sutter Bldg., San Francisco, Calif.* 1709 West Eighth St., Los Angeles, Calif.	Jas. C. Knollin (1) J. A. Richardson (3-3)		M. Naphan (6)
KOLPIEN ADV. SERVICE, KENNETH H Erie Bldg., Cleveland, Ohio			
KOPMEYER COMPANY, M. R. *a* Seventh Floor, Realty Bldg., Louisville, Ky.	M. R. Kopmeyer (1) W. A. Freeman (2) John Bauscher (3)	M. R. Kopmeyer (4) Robt. Wathen (5)	M. R. Kopmeyer (6) W. A. Freeman (6-7) H. Perry (7-8)
KORN AGENCY, LOUIS ROBERT 477 Congress St., Portland, Me.	Louis R. Korn (1)		
KORN & COMPANY, INC., J. M. *a* 1528 Walnut St., Philadelphia, Pa.	J. M. Korn (1)	J. L. Devine (5)	Jean Lovitz (6) Roland Israel (8)
KOSTER ADVERTISING, INC. 1317 F St., N. W., American Bldg., Washington, D. C.	M. Koster (1) N. Wechsler (2) Fanny Koster (3)	C. de Bruler (4) H. Liebschutz (5)	M. Koster (6-7-8) N. Wechsler (7)
KOTULA ADVERTISING 366 Madison Ave., New York City	Stine Kotula (1) Thos. Connolly (3)	Thos. Connolly (5)	
KREMER, INC., MERRILL *e-f-k* 1711 Exchange Bldg., Memphis, Tenn.	M. Kremer (1) Ernest Lee (3)	E. B. Greenhaw (5)	W. Billingsley (7) Homer Gentry (8)
KUDNER, INC., ARTHUR *a-e-f-h* 630 Fifth Ave., New York City New Center Bldg., Detroit, Mich.	A. Kudner (1-t) F. H. Wilson (asst. to pres.) J. H. S. Ellis (2) Edw. J. Owens Chas. F. Gannon Sam'l D. Fuson Kenneth Collins		
KUESTER & ASSOCIATES, J. G. *e-f* 106 E. Market St., York, Pa.	J. G. Kuester (1) R. L. Lenhart (2) M. J. Senft (3)	R. L. Lenhart (4) C. J. Mann (5)	J. G. Kuester (6-7) R. L. Lenhart (7) J. L. Frey (8)
KULZICK, INC., R. L. *e* 113 East Main St., Madison, Wis.	R. L. Kulzick (1) R. Kulzick (2) L. Kulzick (s-4) H. Voegeli (3)		H. O'Connor (6) R. M. Patterson (8)
KUPSICK ADV. AGENCY, INC., J. R. *a-e* 122 East 42nd St., New York City	J. R. Kupsick (1) Bronia Kupsick (2) Saul Kampf Arthur Loff (3)	F. E. Powderly (4) R. Tiemann (5)	Ethel M. Fordsman (6) J. R. Kupsick (7) Saul Kampf J. J. Pollack R. L. Tharter F. E. Powderly (8)
KUTTNER & KUTTNER *e* 540 North Michigan Ave., Chicago, Ill.	F. S. Kuttner (p) H. E. Kuttner C. D. Kuttner Cliff Coventry (3)	F. S. Kuttner (5) H. E. Kuttner	C. D. Kuttner (6-7) H. E. Kuttner (7) F. S. Kuttner Eli Soodik B. S. Klein
L			
LA BRUM, INC., THOMAS J. 1520 Locust St., Philadelphia, Pa.	T. J. LaBrum (1) G. J. Gaghan (3)		
LAFFERTY ADVERTISING SERVICE Grand Rapids National Bank Bldg., Grand Rapids, Mich.			
LAKE-SPIRO-SHURMAN, INC. *a-b-e* 2800 Sterick Bldg., Memphis, Tenn.	Myron Spiro (b) M. M. Shurman (secy.-treas.)		M. M. Shurman (6) C. R. Brown (8)
LAMB ADVERTISING AGENCY, INC. *e* 51 Madison Ave., New York City	Dorothy F. Lamb (1)		Mrs. E. G. Striffler (7) C. Chatfield
LAMB COMPANY, JAMES G. (INC.) *a-e* Land Title Bldg., Philadelphia, Pa.	J. G. Lamb (1-t)		
LAMBERT & FEASLEY, INC. *a-e* Time & Life Bldg., 9 Rockefeller Plaza, New York City	J. L. Johnston (1) G. K. Seagrove (2) Martin Horrell Edmund Zito (3)	G. K. Seagrove (4) Frank Haines (5)	Frank W. Mace (6) Thos. F. McMahon Martin Horrell (8)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 160*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
LAMPORT, FOX AND COMPANY *a-e-f* 825 J. M. S. Bldg., South Bend, Ind.	W. K. Lamport (1). Horace W. Fox (2) Carl F. Prell (3) Irvin S. Dolk (e-4)	W. K. Lamport (5) H. W. Fox	W. K. Lamport (6-7-8) Horace W. Fox Carl F. Prell Irvin S. Dolk
LANDSHEFT, INC. *a-e-f* 810 Liberty Bank Bldg., Buffalo, N. Y.	A. W. Landsheft (1) H. L. Barber (2) E. T. Drullard (3)	H. L. Barber (4) L. Quackenbush (5)	A. W. Landsheft (6-7) H. L. Barber E. T. Drullard
LANE-FREIBERGER ADVERTISING & SALES PROMOTION *e* 714–716 Cooper Bldg., Denver, Colo.	C. Freiberger (p) Bradley Lane Paula Hurley (3)	C. Freiberger (4) Bradley Lane (5)	Frances Smith (6-8) C. Freiberger (6-7-8) Bradley Lane (7)
LANEY, HORACE A. Huyler Bldg., Buffalo, N. Y.	H. A. Laney (1) J. H. Laney (2) G. M. Gedge (3)		
LANG, FISHER AND STASHOWER, INC. *a-f* 1010 Euclid Ave., Cleveland, Ohio	H. Jack Lang (1) F. P. Stashower (2-4) A. B. Fisher (2-a) G. H. DeWitt (3) Martin J. Cohn (dir. of service)	C. A. Schreiber (5)	F. P. Stashower (6-7) Martin J. Cohn Cora G. Newald (7) A. B. Fisher (8)
LA PORTE & AUSTIN, INC. *e* McGraw-Hill Bldg., New York City	F. B. Leedom (1) F. F. Casey (2)		
LAUESEN & SALOMON *a-e* 520 North Michigan Ave., Chicago, Ill.	A. M. Salomon (1)		W. Walker (7)
LAVENSON BUREAU, THE *f* 12 South 12th St., Philadelphia, Pa.	Jay Lavenson (1) Ethel L. Eden (3)	H. M. Terrell (4) R. S. Reinhart (5)	W. S. Moylan (6-7) A. F. Mathason (7) David E. Walsh N. B. Bjornson
LAWRENCE ADV. AGENCY, FREDERICK M. 603 Fox Theatre Bldg., Detroit, Mich.	F. M. Lawrence (o) Carl H. Vogel (3)	F. M. Lawrence (4) Carl H. Vogel (5)	
LECHE & LECHE, INC. *a-b-e* Texas Bank Bldg., Dallas, Tex.	Miles F. Leche (1)		
LEEFORD ADVERTISING AGENCY, INC. 315 Fourth Ave., New York City	David D. Lee (1) W. C. Hoyt (2)		
LEE, STOCKMAN, INC. *a-f-g* 30 Vesey St., New York City	W. Arthur Lee (1) R. B. Burnham (2) U. S. Grant Welsh Earl Schack (3)	Ed. Koama (5)	W. Arthur Lee (6-7) R. B. Burnham (7) U. S. Grant Welsh J. L. Reid (consultant)
LE FEVER & ASSOCIATES, ADV., GERALD T. 322½ Louisiana St., Little Rock, Ark.	G. T. Le Fever (1) Mildred Le Fever (2) R. S. Barnes (3)	R. S. Barnes (4) Mildred Le Fever (5)	G. T. Le Fever (6-7) R. S. Barnes (8) D. Chipman
LEFTON COMPANY, INC., AL. PAUL *a-e* 1617 Pennsylvania Blvd., Philadelphia, Pa. 521 Fifth Ave., New York City 435 North Michigan Ave., Chicago, Ill. 6253 Hollywood Blvd., Hollywood, Calif.	A. Paul Lefton (1) H. S. Loucheim (2-4) G. W. Wolfsten (2) P. Brown T. A. Ballantyne		
LEGRAND ADV. AGENCY *e* 34 West 33rd St., New York City	R. L. LeGrand (o)		R. L. LeGrand (7)
LEHMAN ADVERTISING, HART *f* 116 Broad St., New York City	H. Lehman (o)		
LEIGHTON & NELSON *a-f* 202 State St., Schenectady, N. Y.	W. Leighton (p) Geo. R. Nelson Mary Croninger (3)	R. S. Cragin (4) A. Hitchins (5)	Eunice MacLachlan (6) Eleanor Van Valkenburg (6-8) W. Leighton (7) G. R. Nelson Robt. S. Cragin
LENBY ADVERTISING, SIDNEY K. *f* 612 North Michigan Ave., Chicago, Ill.	S. K. Lenby (o) M. G. Lenby (3)	Allen Brown (5)	M. G. Lenby (6) S. K. Lenby (7) M. L. Galter
LENNEN & MITCHELL, INC. *a-e-h* 17 East 45th St., New York City	P. W. Lennen (1) Robt. W. Orr (2) M. Madar (3)	J. F. Egan (4) Hans Sauer (5)	Arthur Ude (6) Catherine Parker Jim Andrews (8)
LEON, INC., S. R. *f* 1775 Broadway, New York City	S. Raoul Leon (1) M. Brookmeyer (3)	H. Jacknick (4) Les Coryn (5)	Miss H. Brandt (6) S. Raoul Leon (7) H. Jacknick
LeQUATTE, INC., H. B. *a-e-f-h* 200 Madison Ave., New York City	H. B. LeQuatte (1) E. Wallington (3)	O. S. Clarke (4) F. d'Annunzio (5)	H. B. LeQuatte (6-7) E. Wallington O. S. Clarke F. d'Annunzio
LESCARBOURA & STAFF, AUSTIN C. 11 North Riverside Ave., Croton-on-Hudson, N. Y.	A. C. Lescarboura (o) M. J. Lescarboura (asst.-o) Elinor Hegelman (3)	A. C. Lescarboura (4) E. V. Leonard (5)	A. C. Lescarboura (6-7)
LESSER, GERALD *f* 2 East 45th St., New York City	Gerald Lesser (1)		Elaine Goldsmith (6)
LEVY ADVERTISING AGENCY, TED *a-e-f* 204 Temple Court Bldg., Denver, Colo.	Ted Levy (o) W. Robertson (3)	Barbara Aiton (4) Ted Levy W. Robertson (5)	Ted Levy (6-7-8) W. Robertson (6-7) Barbara Aiton (7-8) Betty Armstrong (8) Margaret Jongresso
LEVYNE COMPANY, THE S. A. *e-f* 16 West Hamilton St., Baltimore, Md.	S. A. Levyne (o)	Geo. Lucas (4) Rod. Kenison (5)	S. A. Levyne (7) David Kurlon (8)
LEWIN CO., INC. A. W. *a-f-h* Raymond-Commerce Bldg., Newark, N. J. 250 West 57th St., New York City	A. W. Lewin (1) S. M. Weiss (2) D. N. Waterbury	M. C. Siegerman (4) D. N. Waterbury (5) Leslie Kay (asst.-5)	A. W. Lewin (6) M. A. Cahill S. M. Weiss H. M. Stein (7) Maurice Marks
LEWIS AND ASSOCIATES, ADDISON *a-e-f* 1414 Foshay Tower, Minneapolis, Minn.	Addison Lewis (o) Nina D. Irey (3)	William Ingells (5)	Margie M. Anderson (6) Ed. Grubb (6-7) H. R. Kruse (7) Harvey J. Hill J. A. Quint Addison Lewis (8)
LEWIS ADVERTISING AGENCY 339 Main St., Worcester, Mass.	L. Blumenthal (1) Florence L. Blumenthal (3)	W. P. Phillips (5)	L. Blumenthal (6-7-8) J. L. Morin (7)
LEWIS AGENCY, THE *e* Evening Star Bldg., Washington, D. C.	G. A. Lewis (1)		
LEWIS & GILMAN *e* 1528 Walnut St., Philadelphia, Pa.	Paul L. Lewis (p) W. A. Gilman		
LIEBER ADVERTISING CO. *e* 228 North LaSalle St., Chicago, Ill.	Philip A. Lieber (o) A. Hoosin (3)	E. B. Fitzgerald, Jr. (5)	Philip A. Lieber (7) R. R. Kaufman
LIGGETT ADV. AGENCY, CARR *f-k* NBC Bldg., Cleveland, Ohio	Carr Liggett (1) Miss M. J. Kenney (3)		E. C. Sheeler (6) Carr Liggett (7) L. W. Smith E. C. Sheeler
LILLER, NEAL & BATTLE *a-b-f-e* 614 Chamber of Commerce Bldg., Atlanta, Ga.	J. L. Battle (p) C. K. Liller W. W. Neal Geo. A. Smith (3)	Eugenia Patterson (4) J. L. Battle (5)	C. K. Liller (7) W. W. Neal
LILLY COMPANY, INC., ALFRED *a* 420 Lexington Ave., Graybar Bldg., New York City	Alfred Lilly (1) D. M. Lilly (2)		F. Montgomery (6) Alfred Lilly (7) Charles Mosler
LINDER ADV. AGENCY, EMANUEL *a-e* 1457 Broadway, New York City	Ruth Decker (s)		E. Linder (6)
LIPPIT ADVERTISING, JULES 130 West 42nd St., New York City	Jules Lippit (1)	Jules Lippit (4-5)	Claire Gambos (7) A. M. Dunbar

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 161)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
LIVINGSTON ADV. AGENCY, LEON *a-e-f-h* Mills Bldg., San Francisco, Calif.	L. Livingston (1) W. C. Day (2)		
LLEWELLYN, INC., ROSS *v* 176 West Adams St., Chicago, Ill.	R. Llewellyn (1) Ben. Clarke (2) Florence M. Mueller (3)	R. Llewellyn (4) Orville Held (5)	Florence M. Mueller (6) R. S. Llewellyn (7) R. B. MacKenzie
LLOYD, CHESTER & DILLINGHAM, INC. *a* 9 Rockefeller Plaza, New York City	L. M. Lloyd (1) C. M. Pietsch (2) R. S. Hotz (2-4) Wm. T. Kaleb (3)	C. M. Pietsch (4) M. H. Kates (5)	J. J. Hagan (6) H. Volkmar (7) R. S. Hotz (8)
LOCKWOOD-SHACKELFORD ADV. AGENCY, INC. *a-e* 122 East Seventh St., Los Angeles, Calif.	M. W. Shackelford (1) R. N. Lockwood (ex. 2)		
LOEB ADVERTISING AGENCY 418 Norris Bldg., Atlanta, Ga.	Mabel H. Loeb (o). Virginia A. Pairo		
LOEWY ADVERTISING AGENCY *a-e* 41 Park Row, New York City	Arnold Loewy (1). H. H. Loewy (2)		
LOGAN & ARNOLD *a-e-f-h* Pacific Finance Bldg., Los Angeles, Calif. 621 South Hope St.	D. L. Logan (1) J. C. Arnold (2)		Van Davis (7) Carol O'Conor
LONG ADVERTISING SERVICE *a-e-h* 19 North Second St., San Jose, Calif. 681 Market St., San Francisco, Calif.	Alvin Long (o) Marjory Horn (s) Wayne Lens (3)		Gertrude Murphy (6)
LONG, JR., INC., CHAS. A. 1600 Arch St., Philadelphia, Pa.* 424 Madison Ave., New York City	Chas. A. Long, Jr. (1)		
LONG CO., THE W. E. (INC.) *a* 155 North Clark St., Chicago, Ill.	W. E. Long (1) W. D. Warrick (2)		
LORENTZEN, INC., H. T. *f* 10 East 43rd St., New York City	H. T. Lorentzen (1) Olga Soave (3)	Jesse Jacobs (5)	
LOVEKIN CORPORATION, R. E. *f* 200 North Fifteenth St., Philadelphia, Pa.	R. E. Lovekin (1). W. H. Lovekin (2) A. T. Bahel Geo. Gould (3)	M. Lombardo (5)	F. A. Ehresmann (6) R. E. Lovekin (7) A. T. Bahel D. P. Roselle V. Humbrecht G. Gould
LOVINS ADVERTISING, B. B. 916 Fifth Ave., Huntington, W. Va.	B. B. Lovins (1) Mrs. D. M. Nichols (3)	B. B. Lovins (4) J. J. Shriner (5)	J. H. Lovins (6-7) B. B. Lovins (8)
LOW CO., INC., F. J. *e-f* 16 West 46th St., New York City	F. J. Low (1) G. C. Low (2) R. Davis (3)	A. Martella (5)	R. Davis (6)
LUCK ADVERTISING, O. H. 408 Fenton Bldg., Portland, Ore.	O. H. Luck (o-1-3).	O. H. Luck (4) Pers Crowell (5)	O. H. Luck (6-7)
LUDGIN & COMPANY, EARLE *a-e-f* 121 West Wacker Dr., Chicago, Ill.	Earle Ludgin (p) Vincent R. Bliss Joseph H. Caro M. N. McKinney J. H. Willmarth E. Ernstein (p-3)	J. H. Willmarth (5)	
LUSSIER, INC., L. CHARLES 933 Michigan Bldg., Detroit, Mich.	L. C. Lussier (1) A. B. Caldwell (2) W. J. Lussier (3)	L. C. Lussier (4) A. B. Caldwell (5)	L. C. Lussier (6-7) W. J. Lussier
LYNN-FIELDHOUSE *f* 716 Brooks Bldg., Wilkes-Barre, Pa.	S. C. B. Lynn (p). L. S. Fieldhouse (p-3)	Frank Mackie (4). C. L. Steyer (5)	W. B. Pritchard (6-8) S. C. B. Lynn (7)
LYON AGENCY, THE *e* Rialto Bldg., San Francisco, Calif.	D. E. Lyon (o)		
LYON COMPANY, W. D. *e-f* Bever Bldg., Cedar Rapids, Iowa	W. D. Lyon (1) Margaret A. Gilbert (3)		
LYON, INC., S. DUANE 9 Rockefeller Plaza, New York City	S. D. Lyon (1) G. Butterly (2) W. Folkart (3)	W. Folkart (5)	C. Radven (7) H. C. Waterston Peter Simon
LYONS ADVERTISING SERVICE *f* 117 South Washington St., N. Attleboro, Mass.	Walter F. Lyons (o)		

M

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
McADAMS, WILLIAMS DOUGLAS *a-e* 25 West 43rd St., New York City			
McCANN-ERICKSON, INC. *a-e-f-h* 50 Rockefeller Plaza, New York City* 1300 Guardian Bldg., Cleveland, Ohio 2180 Penobscot Bldg., Detroit, Mich. 910 South Michigan Ave., Chicago, Ill. 1000 Hodgson Bldg., Minneapolis, Minn. 114 Sansome St., San Francisco, Calif. 448 South Hill St., Los Angeles, Calif. 1308 Public Service Bldg., Portland, Ore. 224 Canada Cement Bldg., Montreal, Canada Metropolitan Bldg., Toronto, Ont., Canada 109 Jermyn St., London, S.W. 1, England Bartolome Mitre 478, Buenos Aires, Argentina Caixa Postal 239, Rio de Janeiro, Brasil Rua Conselheiro Crispiniano 154, 2nd andar, Sao Paulo, Brasil	H. K. McCann (1)		
McCARTHY & COMPANY, L. F. *a-f* 704 Race St., Cincinnati, Ohio	L. F. McCarthy (1) M. H. McCarthy (2) W. Kamphaus (3)	E. Bauer (4) B. J. Steinhauer (5)	L. F. McCarthy (6-7) E. Bauer C. Wingerberg (8)
McCARTHY ADVERTISING AGENCY, R. E. *b* Tampa Theatre Bldg., Tampa, Fla.	R. E. McCarthy (1) C. R. Toy (2) M. C. Benito (3)	A. J. Meyer (5)	
McCARTHY ADV. SERVICE, INC., RAY *a-e-f* 1841 Broadway, New York City	Ray McCarthy (1). W. V. McCarthy (2) A. R. Goldberg (3)	A. R. Goldberg (4).	A. R. Goldberg (6) G. J. Webster (8)
McCARTY CO., THE *a-e-f-h* 1206 Maple Ave., Los Angeles, Calif.* 116 New Montgomery, San Francisco, Calif.	T. T. McCarty (1). H. E. Cassidy (2) R. J. Homer (3)	C. G. Davenport (4) C. W. Haines (5)	W. Mann (6) Ed Halperin (7)
McCLURE & WILDER 505-6 Mahoning Bldg., Warren, Ohio	R. E. McClure (1). Isla E. Wilder (2-3)	Isla E. Wilder (4). R. E. McClure (5)	Isla E. Wilder (6) R. E. McClure
McCORD COMPANY, INC., THE *a-e* 1100 Hodgson Bldg., Minneapolis, Minn.	R. D. McCord (1). L. Melamed (2) T. L. B. Campbell (3)		E. M. Knutsen (6) R. D. McCord (7) Louis Melamed R. W. Hobbs C. J. Rian P. E. Harder C. F. Baker R. H. Burbank E. B. Grove (8) (copy) E. M. Knutsen (media)
McCORMICK-ARMSTRONG COMPANY, THE. 1501 East Douglas Ave., Wichita, Kan.	C. H. Armstrong (1) A. M. Miller (2) A. G. McCormick (3)	H. R. Laudermilk (4) W. J. van Wormer (5)	O. Buswell (6-7) A. M. Miller (7) V. D. Mayo Louis Dussoir Fred Demmin Harry Smythe
McCORMICK COMPANY *b-e* 217 East 7th Ave., Amarillo, Tex.	J. L. McCormick (o-m)	Mrs. Jane Johnson (5)	J. L. McCormick (6)
McDANIEL-FISHER & SPELMAN, INC. *a* 1310 First-Central Tower, Akron, Ohio	A. C. Fisher (1) W. M. Sexauer (3)	R. W. Loos (5)	
McFARLAND PUBLICITY SERVICE *a-e* Crescent & Mulberry Sts., Harrisburg, Pa.	J. H. McFarland (1) R. B. McFarland (2)	H. C. Knouse (5)	Mary T. Wachter (6)
McGIVENA & CO., INC., L. E. *a-e-f* 444 Madison Ave., New York City	L. E. McGivena (1) H. C. Michaels (2) V. J. Brosnahan (3)		F. Brown (6) H. R. Schreier (7) J. Hanrahan
McGUIRE ADVERTISING, E. J. *a-e-f* 1434 Pioneer Bldg., St. Paul, Minn.	L. Kaercher (1) A. K. McGuire (2) C. E. Calder (3)		R. Kaercher (6) B. Lyman (8)
McINTYRE & ASSOCIATES, C. F. 420 Free Press Bldg., Detroit, Mich.	C. F. McIntyre (o)	S. Meyerson (5)	J. Mooney (8)
McJUNKIN ADV. COMPANY, INC. *a-e-f* 228 North La Salle St., Chicago, Ill.	Gordon Best (1-4). R. M. Kirtland (2) L. A. Kling W. E. Stevens James W. Egan D. B. Epstein F. M. Ruff (secy.)		
McKEE & ALBRIGHT, INC. *a-e* 1400 South Penn Sq., Philadelphia, Pa. 30 Rockefeller Plaza, New York City 714 Equitable Bldg., Hollywood, Calif.	Roy J. McKee (1). D. R. Albright (2-4) J. A. McFadden (2) Howard H. Yaw E. B. Thomas T. E. Libby (s)		
McKENNEE COMPANY, O. W. 400 Madison Ave., New York City	O. W. McKennee (1)		Grace Wicks (6)
McLAIN ORGANIZATION, INC. 2317 P.S.F.S. Bldg., Philadelphia, Pa.	W. R. McLain (1). J. L. McMichael, Jr. (2-3)	C. Elliott Barb (4). Wm. H. Wolf (5)	Ralph Sloan (6) C. E. Barb (7) L. R. Cook Carl M. Craig B. W. Stelle
McMAHON, INC., JAMES J. *e-f* 6 East 45th St., New York City	J. J. McMahon (1) Edwin Marra (3)	Geo. F. Ogan (4) John Jewell (5)	Wm. Ledwith (7) Eileen Quinn
McSHANE ADVERTISING CO. 5928 Kentucky Ave., E. E., Pittsburgh, Pa.	K. J. McShane (1-2) C. D. McShane (3)	C. D. McShane (4-5)	
MacFARLAND, AVEYARD & COMPANY *a-e-f* 333 North Michigan Ave., Chicago, Ill.	H. MacFarland (1) A. E. Aveyard (ex.-2) M. A. Jennings (3) A. B. Dicus O. A. Feldon E. Frank (3)	A. E. Aveyard (4). M. A. Jennings (5)	Madge Child Drake (6) Evelyn Stark (8-dir.)
MacGREGOR & WOODROW ADVERTISING. 305 East 46th St., New York City	T. D. MacGregor (p) F. S. Woodrow		
MacGRUDER & COMPANY Flat Iron Bldg., Denver, Colo.	W. W. MacGruder (1) W. J. Bona (2) R. Torgerson (3)	W. W. MacGruder (4) Geo. Cherry (5)	G. L. Brown (6) R. M. Crane (7) E. Wirges (8)
MacKENZIE, INC., ADVERTISING *a-e-f* 431 Clifton Ave., Minneapolis, Minn.	E. MacKenzie (1). Lucille MacKenzie (2-3)	E. MacKenzie (4). Lucille MacKenzie (5)	E. MacKenzie (6-7-8) Lucille MacKenzie (7)
MacMANUS, JOHN & ADAMS, INC. *a-e-h* 2400 Fisher Bldg., Detroit, Mich.	W. A. P. John (1). J. R. Adams (ex.-2) J. R. MacManus (2) H. G. Luce R. A. Brewer J. W. Ingham (3)	G. J. Frost (5)	E. W. Froehlich (6) W. A. P. John (7) James R. Adams J. R. MacManus R. A. Brewer H. Hagerman Ernest A. Jones H. E. Hougen Roy Barbier S. J. Corbett George Black Sherwood Reekie E. W. Froehlich (8) Martha Ude
MacWILKINS & COLE *a-e-f-h* Corbett Bldg., Portland, Ore. Republic Bldg., Seattle, Wash.			
MACE ADVERTISING AGENCY, INC. *a-e-f-k* Lehmann Bldg., Peoria, Ill.	John F. Fellay (1). R. J. Rice (2) A. M. Corcoran (3)	R. J. Rice (4) J. F. Fellay (5)	J. J. Keith (6-7) F. S. South (8)
MACK & CO., NORMAN A. 67 West 44th St., New York City	N. A. Mack (1) Amos Taub (3)	G. F. Berman (5)	N. A. Mack (6) M. Gleisch (7) F. P. Mack B. Beckerman
MADARA ADVERTISING AGENCY 53 Long Lane, Upper Darby (Phila.), Pa.	E. S. Madara (o) Nan E. Quigley (3)		
MAGERA & COMPANY, F. V. 1032 West Indiana Ave., South Bend, Ind.	F. V. Magera (1). J. F. Claro (2-3)	J. F. Claro (4) D. J. Claro (5)	F. V. Magera (6-7) J. F. Claro (7-8)
MAHONEY ADVERTISING AGENCY 774 Century Bldg., Indianapolis, Ind.	E. N. Mahoney (1) Lee Carroll (3)	R. Thompson (5)	
MAHOOL, ADVERTISING, KATHERINE H. 12 East Lexington St., Baltimore, Md.	Katherine H. Mahool (1) Margaret Brady (3)		Margaret Brady (7) Frank Katz (7-8)
MAISH COMPANY, THE JAY H. *e-f* 400 S. Main St., Marion, Ohio	J. H. Maish (1) Wm. P. Ellis (2) Margaret Harlow (3)	M. K. Pinkerman (4) Perry Bachelder (5)	J. H. Maish (6-7-8) Wm. P. Ellis M. K. Pinkerman Perry Bachelder
MAJOR ADVERTISING AGENCY 1008 Title Guaranty Bldg., St. Louis, Mo.	A. S. Cale (o)		A. S. Cale (7) P. J. Mullally H. C. Schmidt
MALCOLM-HOWARD ADV. AGENCY *a-e-f* 20 East Jackson Blvd., Chicago, Ill.	A. M. Holland (o). M. G. Holland (3)	R. Freedman (4) Miriam Stein (5)	A. Holland (6-7) M. G. Holland (7) Maurice Chiffer (8) (dir.) Hal Tate Nikki Kaye Ray Freedman
MALE ADVERTISING COUNSEL, W. H. 1523 Kapiolani St., Honolulu, Hawaii	W. H. Male (1) Zaida Nelson (2) E. Challenger (3)	E. Challenger (4) M. Ogoshi (5)	F. Hirota (6) W. H. Male (7) Zaida Nelson (7-8)
MALKIEL ADV. AGENCY, DAVID *a-e-f* Metropolitan Bldg., Boston, Mass.		D. Malkiel (4) H. Lawrence (5)	Martin Kadis (7) Alfred Black H. Weinbaum
MANER & DORG ADVERTISING AGENCY. 111 East First St., Sweetwater, Tex.	Lionel Maner (1) M. G. Slaughter (2)	M. G. Slaughter (4) Peggy Eidson (5)	Jerry Maner (8)
MANSFIELD COMPANY, LLOYD *e* 1004 Dun Bldg., Buffalo, N. Y.	L. Mansfield (1) H. J. Warner (2) Rose Bauer (3)	M. Hilbrecht (5)	L. Mansfield (6-7) H. J. Warner
MANSON-GOLD ADVERTISING AGENCY *e* 1004 Marquette Ave., Minneapolis, Minn.	D. Nathanson (mgr. radio) Meyer Gold (mgr. pubs.) H. McLean (3)	Jean Hadley (4)	D. Nathanson (6-7-8) Meyer Gold (6-7) Jean Hadley (7)
MANTERNACH, INC. *e-f* 172 High St., Hartford, Conn.	M. C. Manternach (1) G. W. Manternach (2) J. T. Whitman (3)	A. H. Patterson (4) Geo. Siemsen (5) R. W. Manternach (secy.)	R. S. Carto (6) A. H. Patterson (7) J. T. Whitman
MANUFACTURERS ADVERTISING CO. 20 West Jackson Blvd., Chicago, Ill.			L. Peterson (6) T. Backsteen (7)
MARGON-ROBINSON CO. *b* Kenyon Bldg., Lancaster, Ky.			
MARSCHALK AND PRATT COMPANY *a-e-f-h* 535 Fifth Ave., New York City	H. C. Marschalk (p) S. L. Meulendyke S. H. Giellerup G. A. Poetschke S. H. Giellerup (3).	S. H. Giellerup (4). Ralph Mutter (5)	Geo. L. Trimble (6) H. Stearns S. L. Meulendyke (7) S. H. Giellerup G. W. Freeman Hawley Turner C. De Angelo (8)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 162*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
MARSHALL ADV. COMPANY, HAROLD 565 Fifth Ave., New York City	H. Marshall (1)		
MARSHALL, R. 3105 East Grand Blvd., Detroit, Mich.	R. Marshall (p) R. N. Jackson		
MARTHA'S ADVERTISING SERVICE 230 West 7th St., Room 326, Los Angeles, Calif.	Martha Weisler (o-3) Jessie Day (o)	Jessie Day (4-5)	Martha Weisler (6-7-8)
MARTIN ADVERTISING AGENCY *a-e-h* 171 Madison Ave., New York City	F. M. Wolsky (1)		
MARTIN, FRANK, INC. *a-e-f* 1019 Fox Theatre Bldg., Detroit, Mich.	F. V. Martin (1) E. G. Frank (2) J. S. Chandlee (3)	E. G. Frank (4) J. S. Chandlee (5)	E. V. Martin (6-7) E. G. Frank E. A. Ramsay (8)
MARTIN & COMPANY, ROBERT E. *b-e-f* 139 Merritts Ave., N. E., Atlanta, Ga.	R. E. Martin (1) J. M. Smith (2) L. H. Parris, Jr. (3)	Anne Berkeley (5)	Norma Dunbar (6) D. Chewning (8)
MARTIN SALES & ADV. COUNSEL, WILLIS S. 2010 Lincoln Tower, Fort Wayne, Ind.	W. S. Martin (1) F. S. Bell (3)	F. H. Henline (5)	W. S. Martin (6-7)
MARVIN ADVERTISING AGENCY 223 North Desplaines St., Chicago, Ill.	S. S. Caplan (1) H. C. Caplan (2)		S. S. Caplan (6)
MASON-RELKIN CO. 67 West 44th St., New York City	R. B. Relkin (1)		R. B. Relkin (6)
MATHES, INC., J. M. *a-e-f* Chanin Bldg., New York City	J. M. Mathes (1) W. B. Okie (2) L. J. Loh C. R. Marshall H. L. Hodgson C. S. O'Donnell W. S. King E. W. Brooks (3)	H. W Newton (4) L. J. Loh (5)	D. R. Hathaway (6) H. G. Cleveland (7) W. A. McAllister J. M. Mathes, Jr. W. T. Okie H. L. Rohde C. E. Rollins C. Suber R. N. Taylor W. S. King (8)
MATTHEWS ADV. AGENCY, DAVE S. 336 East Market St., Stockton, Calif.	D. S. Matthews (o)		
MAXFIELD COMPANY, JOSEPH *a-f* 36 Exchange Pl., Providence, R. I.	J. M. Finkle (1) A. M. Finkle (2)	A. M. Finkle (4)	J. M. Finkle (6-7-8) A. M. Finkle (7)
MAXON, INC. (Mich) *a-e* 2761 East Jefferson Ave., Detroit, Mich.	L. R. Maxon (ch.) Searle Hendee (2) G. H. Phelps G. R. McKiel (s) W. I. O'Neil (t)		
MAXON, INC. (Ohio) *a-e* 570 Lexington Ave., New York, N. Y. 919 North Michigan Ave., Chicago, Ill. 1260 Boston Ave., Bridgeport, Conn.			
MAY ADVERTISING, INC. 106 South 16th St., Philadelphia, Pa.	Bertram May (1) F. J. McGinnis (2-3)	Bertram May (4)	Bertram May (6) F. J. McGinnis (6-7)
MAYERS COMPANY, THE *a-e-f-g* 1240 South Main St., Los Angeles, Calif.			
MAYNE COMPANY, CHAS. H. *a-h* 11th Floor, 1709 West 8th St., Los Angeles, Calif.	C. H. Mayne (1) E. P. Ramsay (2-3)	E. P. Ramsay (4-5)	E. P. Ramsay (6) Ted Dahl (7) N. V. Mayne S. N. Austin (8)
MAYS ADV. AGENCY, THOMAS D. Daily Mail Bldg., Charleston, W. Va.	T. D. Mays (1)		
MEANY COMPANY, PHILIP J. *a-e-f-h* Architects Bldg., Los Angeles, Calif.	P. J. Meany (1) Ray Clinton (3)	C. K. Teuter (4) Jay Koupal (5)	Ray Clinton (8)
MEARS ADVERTISING, INC. *a-e* 250 Park Ave., New York City	Robt. Mears, Jr. (1) F. E. Smith (3)		F. E. Smith (6) M. J. Eisler (7) Ralph Harris
MEEK AND THOMAS, INC. *a-f* 724 Wick Ave., Youngstown, Ohio	Ira A. Thomas (1) R. Bauman (3)	Ira A. Thomas (4) A. F. Skingel (5)	Ira A. Thomas (6-7) S. P. Ker, Jr. 7
MEERMANS, INC. *e-f* 1924 N.B.C. Bldg., Cleveland, Ohio	H. J. Meermans (1) E. P. Meermans (2) M. Kilroy (3)	C. E. Mills (5)	
MEISSNER & ASSOC., INC., CHARLES *f* 176 West Wisconsin Ave., Milwaukee, Wis.	C. D. Meissner (1) Fred. Gerlach (2)	Fritz Gerlach (5)	
MELDRUM AND FEWSMITH, INC. *a-e-f* 1705 Republic Bldg., Cleveland, Ohio	B. Meldrum (1) J. Fewsmith (t-2) E. T. Morris (2) Harry Guest R. G. Simmons C. A. Kroening D. A. Elliott (3)	J. Fewsmith (5)	R. G. Simmons (6) B. Meldrum (7) J. Fewsmith E. T. Morris Harry Guest C. A. Kroening Lehman Wood J. C. Clawson B. A. Broughton Waldo Stadler Norton Weber Walter Husted R. G. Simmons (8)
MENEOUGH ADVERTISING AGENCY *e* Continental Bldg., Des Moines, Iowa	E. M. Meneough (1) M. E. Seymour (3)	E. M. Meneough (4) M. E. Seymour (5)	E. M. Meneough (6-7-8) Kathleen Hamilton (6) W. A. Welch (7-8) M. E. Seymour Paul H. Martin
MENKEN ADVERTISING, INC. *a-f* 280 Madison Ave., New York City	H. D. Menken (1) D. D. Simon (2) Chas. H. Sanak E. Le Vangie (3)		Anna R. Belman (6)
MERCHANDISING ADVERTISERS *e-f* 919 North Franklin St., Chicago, Ill.	F. Ohlrich (o)		
MERRILL & CO., INC., LEE P. Provident Bldg., Tacoma, Wash.	L. P. Merrill (1) Margaret C. Merrill (2) J. H. Murtland (s) Marguerite C. Meagher (3-t)	Marguerite C. Meagher (4)	L. P. Merrill (7) Marguerite C. Meagher
METCALF CO., GEORGE T. *f* 68 South Main St., Providence, R. I.	G. T. Metcalf (1) Olive Steffy (3)	G. T. Metcalf (4) Ted Barr (5)	G. T. Metcalf (6)
METROPOLITAN ADV. COMPANY *a-e* 55 West 44th St., New York City* 355 South Broadway, Los Angeles, Calif.	H. D. Adair (1) P. T. McKenna (2) Fred Lecco (3)	L. A. Reis (4) L. Bienvenu (5)	Jos. N. Cirone (7) Thos. J. King Peter McKenna A. F. Nelson E. T. Ryder V. M. Spotts D. Wihnyk V. N. Yacenda H. D. Adair (7-8)
METROPOLITAN ADVERTISING SERVICE *e* 51 Bedford Rd., Battle Creek, Mich.	Thys Ferwerda (3)	Thys Ferwerda (4-5)	
MEYERHOFF & COMPANY, ARTHUR *a-e* 410 North Michigan Ave., Chicago, Ill.* 759 North Milwaukee St., Milwaukee, Wis.	A. E. Meyerhoff (g.m.) J. H. Hildebrandt (fin. mgr.) I. D. Lee (3)	M. E. Chon (4) F. E. Cheeseman (5)	F. B. Avery (6) M. B. Hauser R. J. Rosenthal (7) F. W. Hinrichs John Black George Grabin R. M. Singer, Jr. A. M. Howe N. A. Shawn (8) I. J. Wagner
MIAMI ADVERTISING AGENCY, THE *a* 316 Louis Bldg., Dayton, Ohio	E. S. Gebhart (o)		
MICHEL-CATHER, INC. *e-f* Two Park Ave., New York City	E. F. Cohen (1) W. A. Cather (2) A. Homeyer (3)		W. A. Cather (7) E. F. Cohen G. S. Carpenter N. Gasnway
MIDLAND ADVERTISING SERVICE *a-e-f* National Bank Bldg., Decatur, Ill.	Adele M. Murphy (1)	Iris E. Zimmerly (5)	Mrs. E. Ambland (6)
MILHAEM AND COMPANY, W. H. *a-e* Des Moines Bldg., Des Moines, Iowa			
MILLER ADVERTISING AGENCY, INC. 1846 Broadway, New York City	Samuel Miller (1) Geo. Godsoe (3)		Samuel Miller (6-7)
MILLER ADVERTISING, M. GLEN 8 South Michigan Ave., Chicago, Ill.	Jack Tobias (3)		
MILLER ADV. & PUBLICITY, WALLACE A. 111 John St., New York City	W. A. Miller (b-m) C. Schneider (3)	Wallace Miller (4) H. Kries (5)	
MILLER AGENCY CO., INC., THE *a-e-f* 2144 Madison Ave., Toledo, Ohio	D. Herr (1) N. A. Miller (2) C. Cramer (s-t) W. L. Taylor (3)		D. Herr (6-7)
MILLER COMPANY, C. L. *a-e* 521 Fifth Ave., New York City 333 North Michigan Ave., Chicago, Ill.	C. L. Miller (1)		
MILLER, INC., HARRY M. *a-e* 22 East Gay St., Columbus, Ohio* Enquirer Bldg., Cincinnati, Ohio	H. M. Miller (1) S. L. Miller (2) R. J. Meyer (3)	A. J. Martin (5)	J. W. Miller (7) R. W. Tostanoski A. W. Hedrick R. M. Fleming (8) (Cincinnati)
MILLER, JOHN THOMAS *a-e-f* 71 West 35th St., New York City	G. A. Hecker (3)		G. A. Hecker (6) J. T. Miller (7)
MILNE & COMPANY, INC. *a-e* 409 Alaska Bldg., Seattle, Wash.	R. P. Milne (1) J. D. Milne (2-3) J. K. Heffernan (2)	J. K. Heffernan (4-5)	R. P. Milne (6-7) J. K. Heffernan (7-8)
MINDLIN, DAVID B. *a-e* 21 West 10th St., Kansas City, Mo.			
MINER COMPANY, INC., DAN B. *a-e-f-h* 1151 South Broadway, Los Angeles, Calif.	Dan B. Miner (1) J. C. Morse (ex.-2) Marie R. Sweeney (secy.-treas.)		
MITCHELL ADVERTISING AGENCY 1 Beekman St., New York City	Ben. Weber (3)		H. Mitchell (6-7) Benj. Weber
MITCHELL ADV. AGENCY, INC. *a-e-f-h* 84 South Tenth St., Minneapolis, Minn.	J. H. Mitchell (1) G. A. Murdock (2)		E. G. Dunn (6) J. H. Mitchell (7) G. A. Murdock
MITCHELL-FAUST ADV. COMPANY *a-e* 230 North Michigan Ave., Chicago, Ill.	Paul E. Faust (1) P. H. Faust (2) J. H. Turner C. S. Boynton (3)	R. A. L. Herweg (4)	C. J. Turner (6) Paul E. Faust (7) Lyman L. Weld J. H. Turner R. A. L. Herweg D. L. Parsons (8)
MITHOFF AND WHITE *b-e-f* 706 Martin Bldg., El Paso, Tex.	W. T. Mithoff (p) D. T. White, Jr.	B. E. Lewis (5)	
MODERN AGE ADVERTISING 280 Madison Ave., New York City	Jerome Beigel (1)	Yarmila Hanc (5)	Jerome Beigel (6)
MODERN MERCHANDISING BUREAU, INC. 67 W. 44th St., New York	B. Waldman (1) Sol Waldman (2-3)	Helen Reinhorn (4) D. De Koven (5)	B. Waldman (6-7) Harriet Romain (7) Sol Waldman
MOGGE, INC., ARTHUR R. *a-e-f-h* 307 North Michigan Ave., Chicago, Ill.* 1626 Arcade Bldg., St. Louis, Mo.	A. R. Mogge (1) E. J. Lund (3)	A. R. Mogge (4) E. J. Lund (5)	A. Swanson (6)
MOGUL COMPANY, INC., EMIL *a-f* 250 West 57th St., New York City	Emil Mogul (1) Helene Mogul (s-t)		
MOLL ADVERTISING, GEORGE Ninth Bank Bldg., Philadelphia, Pa.	George Moll (o-1) F. M. Purdy (2-4) E. S. Allen (3)	W. G. Wooster (4) C. H. Steinbacher (5)	
MONK AND ASSOCIATES, HOWARD H. *a-e-f* 505 Brown Bldg., Rockford, Ill.	H. H. Monk (o) J. B. Pickering (3)	A. E. Peters (4) E. Lundquist (5)	H. H. Monk (6-7) Geo. L. Kane Earl H. Kruse
MOON COMPANY, INC., THE BYRON G. *a-e-f* 401 Broadway, New York City	B. G. Moon (1) W. W. Breslin (2-3)	Mary B. True (4-5)	W. W. Breslin (6-7) Byron G. Moon (7) W. W. Hobbs G. R. Horton Crump Smith
MOORE & HAMM, INC. *e* 18 East 48th St., New York City	C. C. Moore (1) C. T. Kelsey (2)	Foster Gilroy (4) George Fish (5)	D. Murray (6) C. C. Moore (7) C. Tyler Kelsey H. V. Coughlin Walter Fenton

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 163*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
MOORE, INC., RALPH *a-e* 208 North Broadway, St. Louis, Mo.	Ralph Moore (1) Marcia Moore (2) Geo. Hawkins (3)	Geo. Hawkins (5)	I. M. Waltrip (6) Ralph Moore (7) Geo. Hawkins (8)
MORAN & WEBB *b* 85 Poplar St., Atlanta, Ga.	Bruce Moran (p) Clayton Webb		
MORE & CO., C. CHURCH 968 North Madison Ave., Pasadena, Calif.	C. C. More (1)		
MORELAND CO., THE CHESTER C. *a-f* 1104 Times-Star Bldg., Cincinnati, Ohio	C. C. Moreland (1) W. G. Steiner (2) L. C. Schurman (3)	Robt. H. Ames (4)	C. C. Moreland (7) W. G. Steiner Thos. H. Birch B. L. Schurman
MORESALES ASSOCIATES, INC. Printing Crafts Bldg., New York City	J. D. McGuire (1) A. Buchardt (2) Paul Delle (3)	J. D. McGuire (4) A. Burchardt (5)	Annette Purcell (6) J. A. McGuire (7) J. D. McGuire R. E. McGuire (7-8)
MORGAN ADVERTISING AGENCY 520-521 Heard Bldg., Phoenix, Ariz.	Florence Morgan (p) Jos. Reynes		
MORGAN ADVERTISING CO., THE *e* Corner 3rd & Diamond Sts., Mansfield, Ohio	J. C. Morgan (1) R. G. Morgan (2)		
MORGAN CO., RAYMOND R. *a* 6362 Hollywood Blvd., Hollywood, Calif. *Affiliate:* Goodkind, Joice & Morgan, Palmolive Bldg., Chicago, Ill.	R. R. Morgan (o) R. E. Messer (3)	J. J. McCleery (4)	R. E. Messer (6) R. C. Temple (7) John Masterson J. J. McCleery Carl W. Pierce (8)
MORISON, FRANCIS R. Marshall Bldg., Cleveland, Ohio	W. W. Morison (o)		
MORITZ ADV. & MERCHANDISING, R. A. *e* 203 Kahl Bldg., Davenport, Iowa	R. A. Moritz (1)	R. Fletcher (5)	Hazel Hurley (6)
MOSELLE ADVERTISING AGENCY *e* 276 Fifth Ave., New York City	Rose Moselle (p) Henry Eisen Max Kessler Max Kessler (3)	Rose Moselle (4) Fred Cassens (5)	Max Kessler (6-7) Rose Moselle (7) Henry Eisen Michael Reesner
MOSER & COTINS, INC. *a-e-f* 10 Hopper St., Utica, N. Y.	T. E. Moser (1) A. S. Cottins (2) F. M. Michel (3)	A. M. Huntington (5)	Miss L. B. Mang (6) J. N. Brown (7) H. W. Glaeser L. B. Reigler
MOSER & COTINS NEW YORK CITY CORP. *f* 420 Lexington Ave., New York City	H. L. Hicks (1) E. H. Greist (2) L. E. Jemison (3)	H. P. Stoll (5)	
MOSES ADVERTISING SERVICE *a-e* Munsey Bldg., Baltimore, Md.	J. G. Moses (o) H. E. Daiger (3)		Miss M. Leimbach (6)
MOSS ASSOCIATES *e-f* 415 Lexington Ave., New York City	J. H. Moskowitz (1) L. Herman (3)	C. D. Beckman (4) Paul Pandolfi (5)	Betty Math (6) H. Hatchette (8)
MOSS-CHASE COMPANY, THE *e* 425 Franklin St., Buffalo, N. Y.	Edmund J. Felt (1) W. K. Chase (2) Mary M. Schuler (3)	E. J. Felt (4-5)	E. J. Felt (6-7-8) Geo. A. Clauss (6-7)
MOULTON ADVERTISING COMPANY *e* 4912 Quebec St., N. W., Washington, D. C.	Mrs. F. A. Moulton (o)		
MUENCH & COMPANY, C. WENDEL *a-f* 520 North Michigan Ave., Chicago, Ill.	C. W. Muench (1) Geo. Euwema (2) C. T. Kerrigan (3)	R. Gingrich (4) Ernest King (5)	C. T. Kerrigan (6) C. W. Muench (7) F. P. Wagner Geo. Euwema
MUIR AND COMPANY *a* 9 Rockefeller Plaza, New York City			
MULBERGER, INC., H. C. *a-e-f* 411 East Mason St., Milwaukee, Wis.	H. C. Mulberger (1)		
MULLICAN CO., C. N. *a-b-e* 7th Floor, Realty Bldg., Louisville, Ky.	C. N. Mullican (o)	C. N. Mullican (4)	C. N. Mullican (6) M. H. Stark
MUMM-ROMER-ROBBINS & PEARSON, INC. *a-e-f* 33 North Grant Ave., Columbus, Ohio	W. M. Mumm (1) H. J. Nichols (2) W. Mumm, Jr.		
MURPHY & CO., CARROLL DEAN Field Bldg., Chicago, Ill.	C. D. Murphy (1)		
MURRAY ADV. AGENCY, INC., JOHN F. *a-e* 41 East 42nd St., New York City			
MYERS ADV. AGENCY, WILLARD G. 12 South 12th St., Philadelphia, Pa.	W. G. Myers (o) D. C. Roberts (3)	G. A. Wegg (5)	W. G. Myers (6-7-8) D. C. Roberts (7)
MYERSON AGENCY, THE IRVIN *e* 330 South Wells St., Chicago, Ill.	I. P. Myerson (1)		I. P. Myerson (8)

N

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
NAGEL & ASSOCIATES, GEO. C. 850 Cotton Belt Bldg., St. Louis, Mo.	G. C. Nagel (1) Frances Nagel (3)	J. H. Windmuller (4) C. G. Brethauer (5)	G. C. Nagel (6-7) J. H. Windmuller (7)
NAHSER, INC., FRANK C. *a-f* 919 North Michigan Ave., Chicago, Ill.	Fred C. Nahser (1) Audrey Nahser (2)		
NASH CO., WESLEY K. *a-e-f* 1218 Olive St., St. Louis, Mo.	W. K. Nash (1) C. W. Bailey (2) Thelma Reed (3) M. B. Nash (s-t)		
NATIONAL ADVERTISING SYNDICATE Hotel Statler, Buffalo, N. Y.	A. H. Longbotham (mgr.) Tom Leinert (3)	Ruth E. Moore (4) H. Bartscak (5)	A. H. Longbotham (7) J. H. Brown G. H. Lovelace (7-8)
NATIONAL BAKERS SERVICES, INC. 30 North LaSalle St., Chicago, Ill.	E. R. Dunkle (1) H O. Hipwell (2-3)	H. O. Hipwell (4) C. B. McDaniel (5)	
NATIONAL EXCHANGE ADV. SERVICE Daily News Bldg., New York City	Eloise V. Ambrose (1)		T. Boyle (6)
NATIONAL EXPORT ADV. SERVICE, INC. 405 Lexington Ave., New York City	P. R. Kruming (1) E. T. Russell (2) J. W. Madden (3)	T. W. Hughes (5)	V. Montero (6) Lucille G. Girona (8)
NEEDHAM & GROHMANN, INC. *a-f-h* 630 Fifth Ave., New York City	H. V. Grohmann (1-treas.) P. A. Phillips (2) H. N. Kent D. H. Parker (3-s) Hudson Meyer (3)	Edna R. Lagerwall (4) H. N. Kent (5)	Kathryn Intemann (6) H. V. Grohmann (7) D. H. Parker P. A. Phillips
NEEDHAM, LOUIS AND BRORBY, INC. *a-e-f-h* 135 South La Salle St., Chicago, Ill.* 1680 North Vine St., Hollywood, Calif.	M. H. Needham (1) J. J. Louis (2) Melvin Brorby H. E. Phelps W. R. Fowler E. A. Miessler (3)	Leo Kennedy (4) H. W. Olsen (5)	O. R. Stadelman (6) M. H. Needham (7) J. J. Louis Melvin Brorby H. E. Phelps W. R. Fowler, Jr. E. A. Miessler M. S. Hattwick John Gordon (8) (dir.) (Chicago) C. P. Underwood (special rep.) (Hollywood)
NEFF-ROGOW, INC. 30 Rockefeller Plaza, New York City	W. J. Neff (1) Wm. Rogow (2)		
NESBITT SERVICE CO., THE *a-e-f* 1462 Hanna Bldg., Cleveland, Ohio	K. A. Nesbitt (1) D. E. Nesbitt (2) M. C. Nesbitt (3)	M. R. Murphy (4) Paul Gebhart (5)	M. C. Nesbitt (6) M. R. Murphy K. A. Nesbitt (7-8)
NETTLETON AND ASSOCIATES, W. O. *f* 227 Clark St., Westfield, N. J.	W. O. Nettleton (mgr.) L. E. Cooke (3)		
NEWBY, PERON & FLITCRAFT, INC. *e* 59 East Van Buren St., Chicago, Ill.	A. W. Newby (1) A. H. Peron (2-3)	Chas. Doner (5)	L. A. Carlson (6) A. W. Newby (7-8) J. F. Neblett (8)
NEWELL-EMMETT COMPANY *a-e-f-h* 40 East 34th St., New York City	C. D. Newell (p) F. H. Walsh R. L. Strobridge C. S. Walsh W. Reydel J. P. Cunningham G. S. Fowler F. H. Donshea T. J. Maloney C. Ickrath (3)	J. P. Cunningham (4) E. T. Molyneux (5)	H. H. Walsh (6) N. F. McEvoy E. Campion
NEWENS, INC. W. J. 503 Stuart Bldg., Lincoln, Neb.	W. J. Newens (1) K. Deming (3-g.m.)	W. Jones (4) W. J. Newens (5)	
NEWHOFF ADV. AGENCY, THEODORE A. *a-f* Court Square Bldg., Baltimore, Md.	T. A. Newhoff (1) R. M. Newhoff (2) H. Moore (3)		
NEWMAN, LOUIS D. 1265 Broadway, New York City	L. D. Newman (1)		
ADVERTISING AGENCIES—GALLEY 17—JAN. 19, 1943			Boll.
NEWMARKS ADV. AGENCY, INC. *e* 217 Seventh Ave., New York City	S. S. Zipser (1) Joseph Bell (2)	J. Golinko (5)	J. Bell (6-8) Shirley Dauber (7)
NOBLE, ADVERTISING, ALBERT SIDNEY *e* 17 East 42nd St., New York City	A. S. Noble (o)		
NOHR COMPANY, L. M. 100 Monroe St., Stevens Point, Wis.	L. M. Nohr (1)		
NOKES ADVERTISING AGENCY, TOM 301 Central Ave., Johnstown, Pa.	Tom Nokes (1) Don C. Nokes (2)	L. H. Henning (5)	
NORTHROP COMPANY, R. D. 216 Tremont St., Boston, Mass.	R. D. Northrop (1) G. W. McGowan (3)	R. D. Northrop (4)	
NORTON ADVERTISING SERVICE *a-f* 615 Orchard Parkway, Niagara Falls, N. Y.	M. B. Norton (1) M. L. Norton (2-s)		M. B. Norton (6) Margaret Norton (8)
NOYES ADV. AGENCY, EARL C. 129 State St., Rutland, Vt.	Earl C. Noyes (1)	Alfred S. Hope (4) Helena Putnam (5)	G. M. Miller (7) Lloyd W. Melvin Al Taylor (8) G. Tousignant (dir.)
NOYES & SPROUL, INC. 155 East 44th St., New York City	A. E. Sproul, Jr. (1) Dorothy Noyes (2)		
NURSERYMAN'S ADVERTISING SERVICE	H. W. Maloney (mgr.-3) D. G. Maloney (asst. mgr.)		H. W. Maloney (6-8)

O

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
O'BRIEN ADVERTISING, W. W. 204 Burke Bldg., Rochester, N. Y.	W. W. O'Brien (1)		
O'CALLAGHAN ADV. AGENCY, INC. *a-b-e-f* U. P. National Bldg., Memphis, Tenn.			
O'CONNELL COMPANY, R. T. 420 Madison Ave., New York City	R. T. O'Connell (o) (1)	F. H. Harbaugh (5)	R. T. O'Connell (6-7) Ethel M. Merkien (7) H. M. Fillebrown
O'CONNOR ORGANIZATION, JOS. Hobart Bldg., San Francisco, Calif.	Jos. O'Connor (1) C. S. Short (3)		
O'DEA, SHELDON & CANADAY, INC. *a-e-h* 400 Madison Ave., New York City	Ward M. Canaday (ch. of bd.) Mark O'Dea (1) G. H. Sheldon (ex.-2) C. L. McElroy (2) C. E. Nelson J. F. Quick (t-g.m.)		
ODLIN COMPANY, INC. JOHN W. *e-f* 44 Portland St., Worcester, Mass.	John W. Odlin (1) Rita C. Devlin (3)	A. G. Danielson (5)	John W. Odlin (7)
OGDEN ADVERTISING 1526 Evanston Ave., Kalamazoo, Mich.	M. Dale Ogden (1)		M. Dale Ogden (6)
OHIO ADVERTISING AGENCY *e-f* 1740 East 12th St., Cleveland, Ohio	S. L. Abrams (1) D. Davis (2) A. Koblitz (3)	D. Davis (4) E. Magyary (5)	A. Koblitz (6) D. Davis (6-8) S. L. Abrams (7-8)
O'KEEFE ADV. AGENCY, INC., P. F. *a-e* 199 Washington St., Boston, Mass.	M. A. Sampson (1) W. C. Sampson (t-g.m.)		W. C. Sampson (6)
OLECK ADV. CORP., WILLIAM 152 West 42nd St., New York City 608 South Dearborn St., Chicago, Ill.	Wm. Oleck (1) Maury Oleck (2-3)		Maury Oleck (6-7)
OLIAN ADVERTISING COMPANY *a-f* Ambassador Bldg., St. Louis, Mo.	Irwin A. Olian (p) M. C. Steinberg B. Bell (3)	Josephine Walsh (4) Fred Haslam (5)	Irving Ohlsen (6) Irwin A. Olian (7) Jim Spencer Dave Ward Virginia Loeb (8)
OLLENDORF ADVERTISING, C. J. *e-f* Builders Bldg., Chicago, Ill.	C. J. Ollendorf (1) E. M. Ollendorf (3)		
OLMSTED-HEWITT, INC. *a-e-f-h* 1200 Second Ave., S., Minneapolis, Minn.	W. H. Olmsted (1) John T. Foley (2-3)	W. H. Olmsted (4) H. R. Kinsell (5)	John T. Foley (6) Gordon Daline (8)
O'MALLEY ADV. & SELLING COMPANY *a-e* 44 School St., Boston, Mass.	C. J. O'Malley (1) L. J. O'Malley (2) C. D. O'Malley (3)	M. C. O'Malley (4) Bradford Howe (5)	
OPPENHEIM COMPANY, THE E. A. 1201-1204 Michigan Bldg., Detroit, Mich.	E. A. Oppenheim (dir.) (1) M. Casey (3)	M. MacCracken (4) T. Constable (o.m.)	E. A. Oppenheim (6-7-8)
ORLANDO ADVERTISING COMPANY Church & Main Bldg., Orlando, Fla.	F. A. French (1-3)	F. A. French (4-5)	Elgarda P. French (6)
OSTRANDER ADVERTISING, RUSSELL P. *e* 443 South San Pedro St., Los Angeles, Calif.	R. P. Ostrander (1) E. U. Knight (3)	R. P. Ostrander (4) E. U. Knight (5)	
OSWALD ADVERTISING AGENCY, INC. *a-e-h* 1600 Arch St. and the Parkway, Philadelphia, Pa.	W. M. Ecoff (1-t) E. W. James (2) J. R. Cummings (3)	W. M. Ecoff (4-5)	W. D. Lindsey (7) Ralph S. Ecoff M. R. Johnson
OUTDOOR ADVERTISING, INC. 60 East 42nd St., New York City* 400 North Michigan Ave., Chicago, Ill. 701 Rhodes-Haverty Bldg., Atlanta, Ga. 1617 Court Square Bldg., Baltimore, Md. 913 Statler Bldg., Boston, Mass. 650 Seventeenth St., Denver, Colo. 2-136 General Motors Bldg., Detroit, Mich. 504 Second National Bank Bldg., Houston, Tex. 412 West 6th St., Los Angeles, Calif. 1616 Walnut St., Philadelphia, Pa. 1607 Continental Bldg., St. Louis, Mo. 114 Sansome St., San Francisco, Calif.	K. H. Fulton (1) C. D. McCormick (promotion mgr.)	Mark Seelen (5)	

P

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
PACIFIC ADVERTISING SERVICE 708 Bendix Bldg., Los Angeles, Calif.	J. L. Pittenger (o)	S. J. Marsh (5)	J. L. Pittenger (6)
PACIFIC ADVERTISING STAFF 414 Thirteenth St., Oakland, Calif.	Eric F. Dandy (1) Helen Augsburg (p)		
PACIFIC NATIONAL ADV. AGENCY *a-e-h* 605 Union St., Seattle, Wash. 614 Fenton Bldg., Portland, Ore.	W. H. Horsley (1) (Seattle) Ruth S. Foland (m) (Portland)		
PACKARD ADVERTISING SERVICE 331 North Commercial St., Neenah, Wis.	R. L. Packard (1-3)		
PARIS ADVERTISING, SHERMAN B. Ashburnham, Mass.	S. B. Paris (o)		
PARIS & PEART *a-e-f* 370 Lexington Ave., New York City	A. G. Peart (p) (1) J. H. Rehm (p) (2) H. Ellison (3)	D. Manson (4) F. Yelinek (5)	A. De Pierro (6) (med. & research dir.) W. James (7) G. Allen G. Cleland L. Miller R. Hazelton A. De Pierro (8)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 164*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
PARK CITY ADV. AGENCY, INC., THE 252 Middle St., Bridgeport, Conn.	W. L. Hollander (1) B. H. Sholund (ex.-2) Thos. Douglas, Jr. (2) Reuel J. Orton (3)	W. P. Lewis (4) B. H. Sholund (5)	W. P. Lewis (6-7) B. H. Sholund Thos. Douglas, Jr. P. W. Upham
PARKER ADV. COMPANY, THE *e-f* 11 West Monument Bldg., Dayton, Ohio	F. J. Parker (1) J. D. Parker (2)	J. D. Parker (4) B. C. Crider (5)	F. J. Parker (6)
PARKER-ALLSTON ASSOCIATES, INC. 116 John St., New York City	R. D. Parker (1) F. K. Allston (2-3)	Marion Hess (4) R. M. Bogue (5)	R. D. Parker (6-7) F. K. Allston (7) W. C. Rhoades Milton J. Hess
PARKSIDE ADVERTISING COMPANY 2901 Hunting Park Ave., Philadelphia, Pa.	R. B. Knight (m)		
PARRISH & COMPANY, INC., AMOS *a-e-f* 500 Fifth Ave., New York City	Amos Parrish (1) Dorothy B. Parrish (2) Frank Gorden (s-t)		
PATTEN AND CHAMP 417-418 Bank of America Bldg., San Diego, Calif.	W. H. Patten (p) G. F. Champ	W. H. Patten (4) G. F. Champ Esther B. Lewis (5)	W. H. Patten (6-7-8) G. F. Champ (7)
PAULSON-GERLACH & ASSOCIATES, INC. *e* Bartlett Bldg., Milwaukee, Wis.	B. J. Paulson (1) A. J. Gerlach (2) Mrs. E. Miller (3) Mrs. Eleanor Weiss		B. J. Paulson (6-7) A. J. Gerlach E. J. Schickel
PAXSON ADVERTISING *f* 607-8 Fidelity Bldg., Benton Harbor, Mich.	H. H. Paxson (1) K. L. Johnson (2-3)	R. K. Paxson (4) G. L. McGinnis (5)	K. L. Johnson (6-7) H. H. Paxson R. K. Paxson (7)
PAYNE ADV. ORGANIZATION, HANCOCK *a-e* Public Ledger Bldg., Philadelphia, Pa.	W. H. Payne (1) A. E. Story, Jr. (2) C. D. Ledyard (3)	W. H. Payne (4) H. Greenwood (5)	C. D. Ledyard (6-7) W. H. Payne (7) A. E. Story, Jr. M. J. Shields (8)
PEARSALL, W. MONTAGUE *a-e* 30 Vesey St., New York City			
PECK ADVERTISING AGENCY, INC. *a-e-f* 400 Madison Ave., New York City	Harry Peck (1) H. Krawit (2-e) W. Schwartz (2) John Schuman (3)	W. Schwartz (4) S. G. Goesle (5)	A. L. Lieberman (6) S. L. Hirschberg (7) Richard E. James A. Sinsheimer (8)
PEDLAR & RYAN, INC. *a-h* 250 Park Ave., New York City	T. L. L. Ryan (1) Francis J. Doherty (2) L. L. Shenfield E. C. Bradley D. K. Clifford J. P. Hardie A. E. McElfresh A. Cobb, Jr. (s-t)		
PERRIN-PAUS COMPANY *a-e-f* 8 South Michigan Ave., Chicago, Ill.	Earl R. Perrin (1) D. L. Paus (s-t)		
PERRY ADV. ORGANIZATION 536 West Pratt St., Baltimore, Md.	Allen J. Perry (o) M. V. Ross (3)	A. J. Perry, Jr. (4) Ramon Gordon (5)	A. J. Perry (6) C. McReady (7) Elmer Miller
PERRY-BROWN, INC. *f* 15 East 8th St., Cincinnati, Ohio	Paul S. Perry (1) Theo. Brown (2-t) J. Graham (3)	S. Mullikin (4) Chris Dettmer (5)	Paul S. Perry (6) Theo. Brown Allen Thrasher (7) Clair H. Shadwell (8)
PETERSEN ADV. AGENCY, P. F. 1123 Jackson St., Omaha, Neb.	P. F. Peterson (1) M. Petersen (2)		
PETERSON ADV. AGENCY, ROBERT *f* 1904 Daily News Bldg., Chicago, Ill.	R. Peterson (1)	Herb Ruud (5)	Walter Bennett (8)
PETTINGELL & FENTON, INC. *a-f* 673 Fifth Ave., New York City	A. Pettingell (1) Fleur Fenton (ex.-2) Chas. Hassen (3)	C. B. Strauss (4) Jack Russell (5)	A. Pettingell (6) (med. selection) Fleur Fenton John McCabe (space control)
PETTINGER COMPANY, INC., CHARLES J. *a-e-f* 707 State Life Bldg., Indianapolis, Ind.	C. J. Pettinger (1)	W. T. McVeigh (4) Jack Ross (5)	C. J. Pettinger (7) R. W. Gwin (7-8) R. W. Gwin (8)
PFLAUM ASSOCIATES, STANLEY *a-e* 737 North Michigan Ave., Chicago, Ill.	S. F. Pflaum (o) J. A. Munfield (3)		S. F. Pflaum (7) W. B. Booth
PHIBBS ADV. CO., HARRY C. *e* 43 East Ohio St., Chicago, Ill.	H. C. Phibbs (1) A. P. O'Callaghan (2) B. A. Phibbs H. Sigler (3)	J. F. Fleming, M.D. (4) A. P. O'Callaghan Z. Reeves (5)	B. A. Phibbs (6) H. Sigler (6-7) H. C. Phibbs (7) J. F. Fleming, M.D. A. P. O'Callaghan
PHILIPS COMPANY, A. P. *a-b* Orlando, Fla.	A. P. Phillips, Jr. (1)		
PHILIPS CO., A. P. *e* Gulf Life Bldg., Jacksonville, Fla. P. O. Box 573, Miami, Fla. P. O. Box 2131, Tampa, Fla. 1601 Rhodes Haverty Bldg., Atlanta, Ga.			
PICARD ADVERTISING, INC. *a-e-f* 250 West 57th St., New York City	R. A. Picard (1) Victor Riso (3)	F. Dossenbach (4) Sydney Leff (5)	F. D. Lennon (6) W. S. Marvin (7) Cary A. Rowland Joseph Boorster R. A. Picard (8)
PICKERING ADV. AGENCY, HAROLD W. 310 Templeton Bldg., Salt Lake City, Utah	H. W. Pickering (o)		
PIERCE ADVERTISING AGENCY, THE *e* 1019 First Ave., N., Fargo, N. D.	L. W. Hamm (1) A. W. Schilla (2) E. A. Green (3)	E. A. Green (4)	E. A. Green (6)
PINSKER, CASPER 150 Nassau St., New York City	C. Pinsker (1-2) Valerie Schmidt (3)		Matilda Reimer (5) C. Pinsker (7) L. Wunderman
PITLUK ADVERTISING CO. *a-b-e-f* Alamo NationalBank Bldg., San Antonio Tex.	J. N. Pitluk (1) C. R. Cusick (2) N. D. Schwerke (3)	Gus J. Wild (5)	Lee Wood (6) Fred Allen (8)
PLATT-FORBES, INC. *a-e-f* 336 Fourth Ave., New York City* 75 Pearl St., Hartford, Conn.	Wm. A. Forbes (1) R. Platt (2) T. F. Cosgrove Wm. S. Walker John Monsarrat T. O'Donnell (3) G. Frank Sweet (m) (Hartford)	M. Jaedicke (5) (N. Y.) Fred. E. Wright (Hartford)	T. O'Donnell (6) Parmelee Lyman (7) W. W. Constantine Jr. G. Frank Sweet Wm. S. Walker (8)
POLLOCK CO., JULIAN G. *a-e* 1717 Sansom St., Philadelphia, Pa.	J. G. Pollock (o) A. J. Caplan (3)	Lois Brown (4) Irving Gould (5)	J. G. Pollock (6-7-8) A. J. Caplan (6-7)
POLLYEA ADVERTISING *a-e-f* 670 Cherry St., Terre Haute, Ind.	Wm. Polje (1) W. Stump (3)	Martha Davis (4) W. Stump (5)	C. W. Geiger (6) Wm. Polje (7-8)
PONDROM & COLLINS *e* Wholesale Merchants Bldg., Dallas, Tex.	Sam Pondrom (p) C. P. Collins, Jr.	Hal Horton (4)	Sam Pondrom (6-7) Hal Horton (8)
POTTS-CALKINS & HOLDEN, R. J. *a-e* 215 West Pershing Rd., Kansas City, Mo.* 218 Sixth Ave., Des Moines, Iowa 333 North Michigan Ave., Chicago, Ill.	R. J. Potts (1) J. B. Woodbury (2) Chas. Wilson (3)	Elizabeth M. Babb (4) Rich. R. Linn (5)	R. J. Potts (6-7) J. B. Woodbury C. C. Tucker F. F. B. Houston E. A. Warner (7) C. L. Robinson Ralph Page W. B. Hill (Des Moines) John M. Farrell M. H. Straight (8)
POTTS-TURNBULL CO. *a* 912 Baltimore Ave., Kansas City, Mo.	W. J. Krebs (1) C. R. Lawson (2) D. E. Dexter (3)	D. E. Dexter (4) H. M. Victor (5)	B. G. Wasser (6) E. T. Chester (7) W. B. Stone N. P. Rowe G. F. MaGill (7-8) A. M. Hoyt (8)
POWERAD COMPANY, THE *f* 303 Fourth Ave., New York City			
POWER ADV. AGENCY, RALPH L. 407 Van Uuys Bldg., Los Angeles, Calif.	R. L. Power (1)		M. M. Peterman (7) Mrs. D. H. Cameron (8)
POWER CO., INC., EDWARD M. *a-e* Oliver Bldg., Pittsburgh, Pa.			
POWERS COMPANY, JOHN O. *a-e-f-h* 220 East 42nd St., New York City	H. J. Schwacke (1) Robt. W. Powers (3)		Robt. W. Powers (6)
PRESBA, FELLERS AND PRESBA *a-e-f* 360 North Michigan Ave., Chicago, Ill.	B. S. Presba (1)	Wm. Swann (4)	V. Rinnman (6) W. B. Presba (8) Mark Smith
PRICE ADVERTISING AGENCY 422 Main St., Malden, Mass.	H. F. Price (dir.-3)	F. J. Mulholland (5)	
PRINCE & COMPANY, INC. 5031 Grandy Ave., Detroit, Mich. Postum Bldg., 250 Park Ave., New York City	F. A. Prince (1) O. E. Mittelstaedt (2) Ed. A. Denapie W. D. Hart (3)	J. A. Wright (4) R. A. Breding (5)	Earle K. Jack (6) F. A. Prince (7) O. E. Mittelstaedt Ed. A. Denapie M. M. Morgan
PROSSER AGENCY, RICHARD 1504 deYoung Bldg., San Francisco, Calif.	R. Prosser (o-3)	Jos. J. Tissier (4)	Jos. J. Tissier (7) R. Prosser (7-8)
PRUDENTIAL ADVERTISING AGENCY *f* 19 West 44th St., New York City			H. Hermelin (6) M. Lubetsky (8)
PUERNER, DAVID M. 811 Majestic Bldg., Milwaukee, Wis.		Elmer Krohn (5)	
PURSE COMPANY, THE *b-f-k* Fifth and Chestnut Sts., Chattanooga, Tenn.* Branch Offices: Chicago, Ill. Boston, Mass. New York, N. Y.	R. P. Purse, Jr. (1) Al. Journeay (2) R. P. Kelsey H. O. Henricksen (3)	Spencer Clinton (4) Al Enge (5)	H. O. Henricksen (6-7-8) R. P. Purse, Jr. (7) Spencer Clinton
Q			
QUEEN, JOHN W. *a-e* 5 Park Square, Boston, Mass. Falmouth Hotel. Portland, Me.			
R			
RADCLIFFE-SCOTT & ASSOCIATES 708 Union Life Bldg., Little Rock, Ark.	R. T. Scott (1) J. V. Radcliffe (2) Earl Wiegand (3)	R T. Scott (4) Earl Wiegand (5)	R. T. Scott (6) M. Dillingham
RAMSDELL ASSOCIATES, INC., SAYER M. *a*. 3701 North Broad St., Philadelphia, Pa.	S. M. Ramsdell (1-treas.) F. A. Hutchins (2) M. Enelow (secy.) A. E. Langley (3)	J. R. Maxwell (5)	
RAMSEY COMPANY, INC., L. W. *a-e-f* Union Bank Bldg., Davenport, Iowa 230 North Michigan Ave., Chicago, Ill. 406 East Superior St., Fort Wayne, Ind.	L. W. Ramsey (1-g.m.)		
RAMSAY ORGANIZATION, INC., THE ROBERT E. Riders Mills, N. Y.* 330 West 42nd St., New York, N. Y.	R. E. Ramsay (1) R. B. Ramsay (2)	R. E. Ramsay (4)	R. E. Ramsay (6)
RANDALL COMPANY, THE 75 Pearl St., Hartford, Conn.			
RANDALL COMPANY, THE FRED M. *a-e* 3314 Book Tower, Detroit, Mich.	H. R. Mack (1) Hal G. Trump (2) C. E. Foerster (3)	R. D. Hughes (4) A. E. Plate (5)	C. E. Foerster (6) R. W. Sharp (7) J. W. Sweet Geo. B. Dow J. F. Wright R. D. Hughes (8)
RANKIN CO., INC., WM. H. *a-e* 101 West 55th St., New York City	W. H. Rankin (1)		
RATCLIFFE ADVERTISING AGENCY *a-b-e-f* Continental Bldg., Dallas, Tex.	M. K. Ratcliffe (o) D. P. Neal (3)	Meyer Sacks (4)	O. S. Bruck (7) Dorothy Krone (8)
RAWSON & ASSOCIATES, CHARLES A. *b-e* 302 Norris Bldg., Atlanta, Ga.	C. A. Rawson (1) Helen Bullard (2-3)	C. A. Rawson (4) C. Williams (5) Lorraine Waldrip	Helen Bullard (6) Marjorie McLachlan (6-7) Lorraine Waldrip (8)
RAY-HIRSCH COMPANY 7 East 42nd St., New York City	M. Hirsch (1)	M. A. Abel (4) Alexander Rice (5)	
REA ADVERTISING, WILLIAM 132-136 Liberty St., New York City	William Rea (1) Sue Fuller (3)	Sue Fuller (5)	William Rea (6-7) D. Webb (7)
REACH CO., CHAS. DALLAS *a-e-f-h* 58 Park Pl., Newark, N. J.	C. D. Reach (1) H. E. Sands (2) Jean Bruyère (3)	A. E. Hebert (4) E. Sahrbeck (5)	R. N. Gulick (6-7-8) C. D. Reach (7) H. E. Sands F. R. Risley
REASS ADVERTISING CO.* 804 Market St., Wheeling, W. Va.	Jos. H. Reass (1) H. W. Reass (2)		
REAST, FRED M. *e-f* 10 East 43rd St., New York City	Fred M. Reast (1)		
REDFIELD-JOHNSTONE, INC. *a-e-f* 420 Madison Ave., New York City	L. L. Redfield (ch. of bd.) E. F. Johnstone (1) J. J. McNevin (ex.-2) N. B. Rosoff (2) E. T. T. Williams		
REDMOND COMPANY, THE *a-e-f* 38 Newbury St., Boston, Mass.			
REEVES ADVERTISING, INC., KNOX *a-e* 600 First Nat'l Bank Bldg., Minneapolis, Minn.* 925 Chanin Bldg., New York City 625 Market St., San Francisco, Calif.	E. E. Sylvestre (1) W. Hunt (ex.-2) J. H. Sarles (2) Elizabeth B Reeves. Helen A. Brown R. W. Staffard (San Francisco) K. P. Torgerson (s) C. L. Greenwood (treas.-o.m.)	J. H. Sarles (4) W. Schneider (5)	Dr. A. R. Root (6) E. E. Sylvestre (7) J. H. Sarles Helen A. Brown F. H. Lamb W. A. Raschick L. Griffin (8-dir.) Russell Neff (prod. mgr.) Elizabeth B. Reeves (script ed.) W. A. Johnson (San Francisco) Hal Burdick (prod. mgr.) (San Fran.)
REILLY SALES PROMOTION, J. M. 10 High St., Boston Mass.	J. M. Reilly (o)	J. E. Heffernan (5)	A. S. Reilly (8)
REIMERS CO., CARL 206 Madison Ave., New York City	Carl Reimers (p) Audrey W. Vogel (3)	Carl Reimers (4) W. Fairchild (5)	
REINCKE-ELLIS-YOUNGGREEN & FINN, INC. *a-e-f* 520 North Michigan Ave., Chicago, Ill.	A. B. Reincke (1) Wallace Meyer (ex.-2) J. H. Finn (2) C. C. Stevens C. A. Reincke (s-t) B. C. O'Brien (3)	Wallace Meyer (4) C. N. Johnson (5)	J. F. Brown (6) J. J. Finn (7) C. E. Schellenberg L. E. Shears Gordon Taylor R. B. Williams H. C. Vogel (8)
REINHARDT ADV. AGENCY, EMIL *a-e-f* 1736 Franklin St., Oakland, Calif.	E. Reinhardt (o)	R. Shelton (5) Edna Shelton (asst.)	Mildred McMahon (6) Jos. Connors (8)
REISS ADVERTISING *a-e-f* 221 West 57th St., New York City	Joseph Reiss (1) Harold Reiss (2) J. Brown (3)	R. Rockefeller (4) S. Fink (5)	Joseph Reiss (7) Harold Reiss B. M. Reiss M. Freud M. Estrin
REMINGTON, INC. WM. B. *a-e-f-h* 196 Worthington St., Springfield, Mass.	W. B. Remington (1) H. F. King (2) S. H. Nelson E. R. Strout (3)	S. H. Nelson (5)	W. B. Remington (7) H. F. King N. B. Winkless J. A. Gayton

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 165)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief. 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
RENNER ADVERTISERS *f* 315 South 15th St., Philadelphia Pa.	O. W. Renner, Jr. (p) R. L. Renner Jayne Tuttle (3) S. E. Patton (o.m.)	R. L. Renner (5)	O. W. Renner, Jr. (6-7)
REYNOLDS, MILO C. 100 Church St., Burlington, Vt.			
RHOADES & DAVIS de Young Bldg., San Francisco, Calif.	R. Rhoades (p) Robt. O. Davis		
RHODES ADV. AGENCY, HOMER H. 2205 Cedar St., Alhambra, Calif.			
RHODES & ASSOCIATES, JAMES R. 200 First Ave., E., Newton, Iowa	J. R. Rhodes (1) L. O. Brewer (3)		L. O. Brewer (6-7)
RICHMOND ADVERTISING SERVICE 26 Court St., Brooklyn, N. Y.			L. E. Reinhold (6)
RICKARD ADVERTISING AGENCY, INC. 148 East Front St., Trenton, N. J. Studio Office, R. F. D. 6, Trenton, N. J.	G. A. Rickard (1) M. E. Rickard (2-3)	G. A. Rickard (4-5)	G. A. Rickard (6-7) M. E. Rickard (6-7-8)
RICKARD AND COMPANY, INC. *f* McGraw-Hill Bldg., New York City	H. L. Fisher (1) E. C. Mayer (2) B. Schellenbach	J. A. Robertson (5)	Julian Gran (6) B. Schellenbach (7) E. C. Mayer Gilbert C. Morris Harold Dearing Walter Morris John Mullen
RICKERD, INC., C. E. *e* 5462 Second Blvd., Detroit, Mich.	C. E. Rickerd (1) V. Hardman (3)	Royal Cressy (5)	C. Rickerd (6)
RIDGWAY COMPANY, INC., THE *e-f-g* 1901 Locust St., St. Louis, Mo.	Norman Lewis (1) M. E. Tobias (2) A. Maescher, Jr. (3)	M. E. Tobias (4)	A. Maescher, Jr. (6-7) Norman Lewis E. A. Sprague (7)
RIEBEL ADV. AGENCY, R. C. 151 S. Fifth St., Louisville, Ky.	R. C. Riebel (o) B. M. Connor (3)	Fred Kleesattel (5)	
RIESELBACK ADV. AGENCY, ALLEN *a* 828 North Broadway, Milwaukee, Wis.			
RINGER ADVERTISING, LEE *a-e-f-k* 3923 West Sixth St., Los Angeles, Calif.			
RIORDAN COMPANY, JOHN H. 816 West Fifth St., Los Angeles, Calif.	J. H. Riordan (1) L. J. C. Spruance (2) Marguerite Burbage (3)	J. H. Riordan (4) Marguerite Burbage (5)	B. Lindeke (6-7) L. J. C. Spruance (7) Edwin Martin J. H. Riordan (7-8)
RITCHIE ADVERTISING AGENCY Electric Bldg., Houston, Tex.	D. G. Ritchie (1)		Rita Tollefson (6)
RITTER CO., INC., THE PHILIP *a-e-h* 511 Fifth Ave., New York City	Philip Ritter (1) Philip Ritter, Jr. (2-3) W. J. McIndol (2)	Philip Ritter, Jr. (5)	W. J. McIndol (7) C. Ironmonger Gladys V. Hays Philip Ritter, Jr. (8)
ROBB & ASSOCIATES, RICHARD T. 28 East Jackson Blvd., Chicago, Ill.	R. T. Robb (1)		
ROBBINS CO., FRED A. 360 North Michigan Ave., Chicago, Ill.	F. A. Robbins (o)		
ROBERTS & MacAVINCHE *a-e* 20 North Dearborn St., Chicago, Ill.	Marie A. MacAvinche (o)		F. Beard (6) E. Cusack
ROBERTS, INC., S. E. *a-e-f* 1324 Lincoln-Liberty Bldg., Philadelphia, Pa.	S. E. Roberts (1) H. H. DuBois (2) G. T. Mitchell (3)	S. E. Roberts (4) Norman E. Coe (5)	G. T. Mitchell (6) H. H. DuBois (6-7-8) S. E. Roberts (7)
ROBERTS AND REIMERS, INC. *a-e* 551 Fifth Ave., New York City	M. H. Roberts (1-t) R. P. Reimers (ex.-2) R. A. Zinn (2)		
ROBERTSON ADVERTISING *e* 721 U. S. National Bank Bldg., Denver, Colo.	M. G. Robertson (1-3)	M. G. Robertson (5)	M. G. Robertson (6-7) Mary A. Robertson (6-7-8) Peggy Aftreth (8) Thora Hoyer Mildred Mercer
ROBINSON ADV. AGENCY, ELWOOD J. *a-f* 541 South Spring St., Los Angeles, Calif.* Kohl Bldg., San Francisco, Calif.	E. J. Robinson (1) R. C. Neuman (3)		Mary J. Parkison (6) M. A. Jensen (7)
ROBOTHAM & COMPANY, EDWARD W. *f* 74 Union Pl., Hartford, Conn.	E. W. Robotham (p) Mrs. E. G. Barnard (3)	E. W. Robotham (4) A. H. Kauffman (5)	E. W. Robotham (6-7) Dexter B. Peck
ROCHE, WILLIAMS & CUNNYNGHAM, INC. *a-e* 310 South Michigan Ave., Chicago, Ill.* 400 Madison Ave., New York City 225 South 15th St., Philadelphia, Pa.	John P. Roche (1) Lloyd Maxwell (2) J. M. Cleary Stewart Weston Guy C. Pierce R. A. Porter Gordon Cooke R. H. Stracke (3)	J. H. Kelly (4) Wm. H. Savin (5)	F. H. Hakewill (6) B. F. Abeling N. J. Cavanagh F. E. Duggan (7) J. V. Gilmour J. H. Kelly Homer McKee E. C. Olson A. J. Rubien Phil Stewart (8) Harold Kemp
ROEDING & ARNOLD, INC. *a-e-f* 369 Lexington Ave., New York City	F. F. Roeding (1-t) W. A. Charters (2) W. Jorgenson R. Roeding (secy.)		
ROGERS ADVERTISING, E. C. 80 East Ave., Rochester, N. Y.	E. C. Rogers (o) Freda Schramm (3)	Freda Schramm (4) Mary Wasserman (5)	E. C. Rogers (6) Geo. B. Tucker (6-7)
ROGERS-GANO ADV. AGENCY *b* 630 1st National Bank Bldg., Houston, Tex.			
ROGERS, GANO & BACHRODT, INC. *e-f* 75 East Wacker Dr., Chicago, Ill.* 814 McBirney Bldg., Tulsa, Okla.	R. C. Gano (1) J. C. Bachrodt (2)		R. C. Gano (7) J. C. Bachrodt Thos. J. O'Kane R. B. Newell
ROGERS & SMITH *a-e-f* 20 North Wacker Dr., Chicago, Ill.	W. E. Smith (1) R. H. Reynolds (2)		W. E. Smith (7) R. H. Reynolds G. C. Hupperts A. P. Jennings R. R. Blair (7-8)
ROMER ADVERTISING SERVICE *a-e-f* Woodward Bldg., Washington, D. C.			
ROOT-MANDABACH, ADV. AGENCY *e* 646 North Michigan Ave., Chicago, Ill.	P. B. Root (p-3) P. J. Mandabach (p-b.m.-prod.)		P. B. Root (6)
ROSCOE ADVERTISING AGENCY 1 Comerford Bldg., Wilkes Barre, Pa.	J. F. Roscoe, Jr. (1) N. E. Roscoe (2) D. W. Yeager (3)	M. M. Roscoe (4) E. W. Friant (5)	D. D. Dattner (6) J. F. Roscoe, Jr. (7) D. W. Yeager M. M. Roscoe (8) Wm. Perry (6-8)
ROSE COMPANY, CHARLES EDSON *e-f* 43 East Ohio St., Chicago, Ill.	Chas. E. Rose (o) Wm. Perry (3)	Chas. E. Rose (4)	Chas. E. Rose (7)
ROSE-MARTIN, INC. *a-e-f* 21 West 46th St., New York City	Irl W. Rose (1) J. B. Martin (s-t) Geo. Knoerr (3)	Geo. Knoerr (5)	G. M. Rundbaken (6) C. J. McCracken (7) V. G. Hannington A. H. Kaplan (7-8)
ROSENBERG CO., INC., ARTHUR *a-e* 570 Seventh Ave., New York City	A. Rosenberg (1) S. Rubenstein (2) H. B. Fleischmann (3)	H. J. Cowan (4) Murray Kahn (5)	A. Rosenberg (6-8) B. B. Bernstein (7) S. Rubenstein Chas. S. Silver Hilda Jean Weinberger
ROSS-GOULD COMPANY, INC. *e-f* 300 North 10th St., St. Louis, Mo.	H. O. Ross (1) W. C. Eckles (2-s) H. M. Ross (t)		H. M. Ross (6)
ROSSI & HIRSHSON *a-f* 106 Middle St., New Bedford, Mass.	W. Rossi (o) G. W. Hirshson		M. F. Smith (6)
ROTH, SCHENKER & BERNHARD, INC. *a-e* 737 North Michigan Ave., Chicago, Ill.	S. M. Roth (1) Edyth B. Menser (2) Harry Heilig (3)	E. Bernhard (4) A. Cashwan (5)	H. Roth (6-7) S. M. Roth (7) E. B. Menser
ROY, INC., ROSS *a-e* 2751 East Jefferson Ave., Detroit, Mich.	Ross Roy (1) C. E. Hassel (3)	H. M. Hamilton (4) J. W. Hutton (5)	C. E. Hassel (6) T. G. McCormick (7)
RUMRILL & COMPANY, CHARLES L. *f* 364 East Ave., Rochester, N. Y.	E. A. Rogers (p) Chas. L. Rumrill J. E. Porter Earl Allen (3)	G. G. Wallington (4) J. E. Porter (5)	C. L. Rumrill (6-7) E. A. Rogers G. G. Wallington (8)
RUTHRAUFF & RYAN, INC. *a-e-f-h* 405 Lexington Ave., New York City* 360 N. Michigan Ave., Chicago, Ill. 7430 Second Blvd., Detroit, Mich. 812 Olive St., St. Louis, Mo. 712 Main St., Houston, Texas 235 Montgomery St., San Francisco, Calif. 1680 N. Vine St., Hollywood, Calif. 1216 3rd Ave., Seattle, Wash. 80 Richmond St., W., Toronto, Ont., Canada	P. B. Ryan (1) E. J. Grady (exec-2)		
RYAN & SON, HOW. J. Joseph Vance Bldg., Seattle, Wash.	How. J. Ryan (1) Burt J. Ryan (2) O. M. Levisse (3)		
RYAN, LEWIS EDWIN *a-e-f* 726 Jackson Pl., N. W., Washington, D. C.	L. E. Ryan (o) C. Newcomb, Jr. (3)	M. A. Glascock (4) R. J. Corry (5)	P. B. Coiner (6) Wynwood Hall (8) M. S. Harvey M. W. McCloskey
S			
SACKHEIM, INC., BEN *f* 250 West 57th St., New York City	Ben Sackheim (1) Jack Seiden (2) P. B. Shailer L. A. Warner (2-t) Earle O'Rourke (3)	Sylvia Sackheim (4) Jack Seiden (5)	E. O'Rourke (6) Chas. M. Schaefer (8) (ind. consultant) S. A. Loveridge (mkt. consultant) Anne Green (research dir.)
ST. GEORGES & KEYES, INC. *a-f* 250 Park Ave., New York City	M. St. Georges (1) S. J. Keyes, Jr. (2)	R. K. Snively (4) A. A. Anthony (5)	Miss Jane Ashman (6) M. St. Georges (7) J. V. Spadea S. J. Keyes, Jr. V. van der Linde (8)
ST. PAUL ADVERTISING CO., THE 100 South Wabasha St., St. Paul, Minn.	R. Luedtke (1) G. Johnson (2) Ray. E. Koci (3)	Ray. E. Koci (4-5)	Ray E. Koci (6-8) G. Johnson (7)
SALESVERTISING ASSOCIATES, INC. Board of Trade Bldg., Chicago, Ill.	D. Doolittle (1) E. F. Doolittle (2) H. F. Stanley (3)	Elizabeth L. Hecht (4) M. Archbold, Jr. (5)	D. Doolittle (7) Elizabeth L. Hecht (8)
SAMPSON CO., INC., ARTHUR W. Sears Bldg., Boston, Mass.	A. W. Sampson (1-3)	A. L. Clark (4) Newell Keyes (5)	A. W. Sampson (7) A. L. Clark B. G. Willard Muriel Miller (6)
SAMSON ADV. & MERCHANDISING SERVICE Samson Bldg., Baltimore, Md.	S. Feldman (o) R. W. Thomas (3)	S. Feldman (4) R. W. Thomas (5)	S. Feldman (7) H. M. Feldman
SANDLASS ADV. AGENCY, L. A. *a-e* 219 West Saratoga St., Baltimore, Md.	L. T. Sandlass (1)		
SANGER INDUSTRIAL ADV. SERVICE, ALAN B. *f* 60 East 42nd St., New York City	A. B. Sanger (1) August Thoe (3)		A. B. Sanger (7) K. B. Lydiard
SANN & ASSOCIATES, E. W. *e-f* 402 Plymouth Bldg., Minneapolis, Minn.	E. W. Sann (o) Adelia Paquin (3)		E. W. Sann (6)
SARGENT, PORTER *a* 11 Beacon St., Boston, Mass.			
SAUSSY ADVERTISING, WALKER *a-b* 318 Carondelet St., New Orleans, La.			
SAYRE CO., R. W. *e-f* 612 North Michigan Ave., Chicago, Ill.			
SAYRE ADVERTISING AGENCY, RAY Farmers Bank Bldg., Pittsburgh, Pa.	Ray Sayre (o) R. Bernhardt (3)		T. Alexander (6)
SCHAFFNER ADV. AGENCY, CLAUDE *f* 65 Trumbull St., New Haven, Conn.	C. Schaffner (o)		
SCHAUTZ, INC., WILLIAM A. 247 Park Ave., New York City	S. L. Musselman (1) D. Woodward (3)	Eran Karr (4) D. Woodward (5)	Pauline Quigg (6)
SCHECK ADV. AGENCY, INC. *a-e* 9 Clinton St., Newark, N. J.	Julius Scheck (1) M. Scheck (2) M. E. Bach (3)	M. E. Bach (4) E. D. Barnham (5)	F. M. Craumer (6) Julius Scheck (7) M. Scheck Wm. H. Andrews E. G. Scheck (7-8)
SCHEEL ADVERTISING AGENCY *e-f* 1740 East 12th St., Cleveland, Ohio	C. W. Scheel (1)		
SCHEER ADV. AGENCY, WILLIAM N. 24 Branford Pl., Newark, N. J.	Wm. N. Scheer (1)	Pearl Shapiro (4) F. A. Leers (5)	
SCHEIBNER ADVERTISING, INC., HUGO 111 West Seventh St., Los Angeles, Calif.	H. Scheibner (1)		H. Scheibner (7-8)
SCHIPPER ASSOCIATES *a-f* 1235-36 Lafayette Bldg., Detroit, Mich.	J. E. Schipper (1) B. F. Meawin (3-b.m.)	P. V. Fitzgibbon (4) I. Wiegand (o.m.)	J. E. Schipper (6) P. V. Fitzgibbon (7)
SCHNEIDER ADVERTISING, S. E. *f* 1599 Pennsylvania Ave., Detroit, Mich.	S. E. Schneider (1) M. L. Schneider (2)	D. E. Schneider (5)	
SCHOLTS ADVERTISING SERVICE Scholts Bldg., Los Angeles, Calif.	W. G. Scholts (o-3)	L. G. Myhro (5)	R. R. Scholts (6) J. N. Heard Tom Scholts (8) F. Montgomery
SCHONFARBER & ASSOCIATES, INC., GORDON *a-e-f* 58 Weybosset St., Providence, R. I.	G. Schonfarber (1-treas.) Carleton Goff (s) A. B. Campbell (3)	W. J. Gardner (5)	G. Schonfarber (6) Carleton Goff Frank Jones (7) Carleton Goff E. D. Armstrong (8)
SCHWAB AND BEATTY, INC. *a-e-f-h* 1230 Sixth Ave., New York City	V. O. Schwab (1) R. W. Beatty (2) N. C. Wingert (3)	Joe Geyer (5)	R. W. Beatty (6) J. E. Schwenck (7) J. A. Goodman Richard Porter
SCHWIMMER & SCOTT *a-e-f* 75 East Wacker Dr., Chicago, Ill.	R. J. Scott (p) W. Schwimmer Lloyd Kuehn (3)	L. J. Krakover (4)	J. B. Davies (6) C. F. Kraats (7) Harry Jobson N. E. Heyne (8)
SCOTT ADVERTISING AGENCY, WALTER 299 Madison Ave., New York City	Walter Scott (1-3) B. Kingsmore (2)	Walter Scott (3-4-5)	Lota Silverman (6) L. Maris (8)
SCOTT-TELANDER *e-f* 411 East Mason St., Milwaukee, Wis.	Harry H. Scott (p) N. L. Telander		
SCRIVENER & COMPANY *e* 130 East Main St., Rochester, N. Y.	A. Scrivener (1) E. Scrivener (3)	C. R. Lewis (5)	A. Scrivener (6-7)
SEARCY ADVERTISING AGENCY 131 S. W. 4th Ave., Portland, Ore.	M. L. Searcy (1) Kathryn A. Searcy (2)		
SEEDS COMPANY, RUSSEL M. *a-e* 1115 Palmolive Bldg., Chicago, Ill.* 710 Taft Bldg., Hollywood, Calif Lempke Bldg., Indianapolis, Ind.	Freeman Keyes (1) George Bayard (2) Harry Maus Tom Wallace J. Kettlewell Paul Richey A. D. Keyes John Guedel Jerry Bryant (3)	Harry Maus (4) Jerry Bryant (5)	John Berling (6) J. Kettlewell (6-7) Jas. Witherell (7) George Bayard Tom Wallace June Rollinson (8)
SEEMAN & PETERS, INC. 405 Holden St., Saginaw, Mich.	J. P. Hedrick (1) R. P. Oppermann (2) I. F. Hoffmann (3) C. H. Peters (s-t)	M. W. Tanner (4-5)	Eleece Swanson (6) Jack Hedrick (7) Robert F. Price Ward S. Keller (8)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 166)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chfs. 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
SEGALL ADV. AGENCY, THEODORE H. 544 Market St., San Francisco, Calif.	T. H. Segall (1)	Robt. Mise (5)	H. J. Rogers, Jr. (7)
SEGAR ADVERTISING, ROSCOE W. 2125 N. E. 48th Ave., Portland, Ore.	R. W. Segar (o-m).	D. D. Fitchard (5).	R. W. Segar (6-7-8) D. Segar (6-7)
SEID ADVERTISING, FREDERICK 127 Montgomery St., San Francisco, Calif.	Frederick Seid (o). K. De Lacy (3)		Frederick Seid (6-7) C. Rothblum (7) Sam Moore (8)
SENSENIG, PETER A. Cor. West Milton & Esterbrook Ave., Rahway, N. J.			
SEVERANCE COMPANY, MALCOLM *a.* Electric Bldg., Asbury Park, N. J.			
SHAFFER BRENNAN MARGULIS ADV. CO. *a-e.* 506 State National Life Bldg., St. Louis, Mo.	T. D. Shaffer (p). Sam B. Margulis S. I. Rosenfeld (3)	R. E. Hartnagel (4) E. H. Pins (5)	T. D. Shaffer (6-7) S. I. Rosenfeld Sam B. Margulis (6-7-8)
SHARP ADVERTISING AGENCY *k.* 2107 Eleventh Ave., W., Seattle, Wash.	Chas. R. Sharp (1) V. Drucilla Sharp (2)		
SHARPE & CO., INC., W. W. *a-e.* 51 Chambers St., New York City			
SHELDON, MORSE, HUTCHINS AND EASTON, INC. *b.* 420 Lexington Ave., New York City	L. W. Hutchins (1) Frank Arnoldi (2) W. H. Easton E. S. Wilton (3)	B. Chalefman (4). J. B. Pansmith (5)	L. W. Hutchins (6-7) D. B. Foresman
SHEPARD ADVERTISING, K. E. *e-f.* 435 North Michigan Ave., Chicago, Ill.	K. E. Shepard (1). W. A. Edwards (m)		
SHERMAN & MARQUETTE, INC. *a-e-f.* 919 North Michigan Ave., Chicago, Ill.* 608 Fifth Ave., New York City	Stuart Sherman (1) A. F. Marquette (2) J. A. Barnett Robt. Denning (3) Edwin Bihl	A. F. Marquette (4) D. Bertke (5)	Carolyn E. Bonneson (6) Kelso M. Taeger Stuart Sherman (7) A. F. Marquette J. A. Barnett H. Polesie (8-dir.) (N. Y.)
SHORT AND BAUM ADVERTISING *a-f-h.* 718 West Burnside St., Portland, Ore.	Hal E. Short (p). Chas. L. Baum		M. Luebben (6)
SIDENER AND VAN RIPER, INC. *a-e-f-h.* 1142 North Meridian St., Indianapolis, Ind.	Merle Sidener (ch.-treas.) G. Van Riper (1) W. F. Kegley (2) Storey M. Larkin H. A. Moorman (3)	G. Van Riper (4). A. R. Brinkman (5)	E. L. Van Riper (6-7) Merle Sidener (7) G. Van Riper Storey M. Larkin W. F. Kegley (7-8)
SIECK, INC., LTD., H. CHARLES *e.* 602 Quinby Bldg., Los Angeles, Calif.	H. C. Sieck (1). M. B. Sieck (2) J. Coolidge (3)	H. C. Sieck (4). J. Coolidge (5)	
SIESEL AGENCY, HAROLD J. 545 Fifth Ave., New York City	H. J. Siesel (1)	F. W. Siesel (5)	H. J. Siesel (6)
SIEVERLING SALES & ADV. COUNSEL, J. W. P. O. Box 318, Irving, Tex.	J. W. Sieverling (1)		Alice Williams (6)
SILBERSTEIN, INC., ALFRED J. 9 East 40th St., New York City	A. J. Silberstein (1) B. Goldsmith, Jr. (2) J. A. Blatteis (3)	Alec Stone (5)	
SILVER & COMPANY, CHARLES 737 North Michigan Ave., Chicago, Ill.	Charles Silver (p). A. S. Becker B. R. Solomon		
SILVER & DOUCE, INC. *b.* 310 Protective Life Bldg., Birmingham, Ala.			
SIMMONDS & SIMMONDS, INC. *a-e-f.* 201 North Wells St., Chicago, Ill.	Phil W. Tobias (1). F. M. Simmonds, Jr. (2) Clarence Baker (3)	Lewis S. Hunt (5).	Lewis S. Hunt (6-7) Phil W. Tobias (7) Lee Hammett (8)
SIMONS-MICHELSON CO. *a-e.* 12th Floor Washington Blvd. Bldg., Detroit, Mich.	L. N. Simons (p). L. J. Michelson A. H. Copland (3) L. S. Wayburn (gen. mgr.)	Al Sielaff (5)	C. A. Belcher (6) Ivan Frankel (8)
SIMPSON ADVERTISING COMPANY *e.* 921 N. W. 17th Court, Miami, Fla. St. Louis Rep.: Fred J. Hardisty, Mayfair Hotel, St. Louis, Mo.	R. B. Simpson (1). J. W. Simpson (2) Adam Medart (3)	R. B. Simpson (4). Mart Medart (5)	R. B. Simpson (4) F. J. Hardisty (7) Wes. Simpson (8)
SKALA COMPANY, R. J. 608 South Dearborn St., Chicago, Ill.	R. J. Skala (o). Mrs. V. Mix (3)	W. H. Benedict (5)	R. J. Skala (6)
SLACK ADVERTISING, WALTER Drexel Bldg., Philadelphia, Pa.	Walter S. Slack (1)		
SLOMANSON ADVERTISING, A. J. *f.* 521 Fifth Ave., New York City	A. J. Slomanson (1)		
SMALL & SEIFFER, INC. *a-e.* 24 West 40th St., New York City	Albert Seiffer (1). Walter Butler (3)		Gertrude N. Marces (6) Samuel Leddy (8)
SMALL AGENCY, ADV., WILLIAM J. 10 High St., Boston, Mass.	Wm. J. Small (1). Ralph Schiff (3)		
SMITH ADV. CO., ALLEN C. *a-e.*	Allen C. Smith (o).		Allen C. Smith (7) T. N. Roby H. Kellar
SMITH, BENSON & McCLURE, INC. *a-e.* 8 South Michigan Ave., Chicago, Ill.	W. F. McClure (1) G. M. Helman (2) R. L. Smith (s-t)		Caryl Johnson (6)
SMITH & DRUM, INC. *a-e-f.* 650 South Grand Ave., Los Angeles, Calif.* 417 Montgomery St., San Francisco, Calif. Dexter Horton Bldg., Seattle, Wash. Woodlark Bldg., Portland, Ore.	A. C. Smith (1-3). H. C. Drum (2)	A. C. Smith (4)	A. J. Mack (6) A. R. Pearson (7) H. C. Drum (7-8)
SMITH & STAFF, JOHN A. *e.* 11 Beacon St., Boston, Mass.	John A. Smith (o).	T. L. Sanborn (4). Natalie Burnett (5)	John A. Smith (6)
SMITH ADV. AGENCY, ROBERT 514 Mead Bldg., Portland, Ore.	Robert Smith (1).	Faye Stormer (4). Don Allen (5) Mary Jewett	J. Clenaghen (7)
SMITH-DUPIN & COMPANY, INC. 210 Martin Brown Bldg., Louisville, Ky.	H. Parker Smith (1-3) Thos. R. Dupin (2) A. J. Fischer (s-t) H. L. Van Sant (mdse. mgr.)	Joan Shelly (4). Robt. H. Gaunt (asst.-5)	H. Parker Smith (6-7-8) Marcia Louise Hoffman (6) H. L. Van Sant (7)
SMITH-FOLLETT COMPANY, INC., THE 255 Main St., Pawtucket, R. I.	Earl S. Smith (1). C. W. Winsor (3)	Horace Notte (5)	
SMITH, TAYLOR & JENKINS, INC. *a-e-f-g.* Benedum-Trees Bldg., 223 Fourth Ave., Pittsburgh, Pa.	Lambert Smith (1). R. P. Taylor (2) R. M. Jenkins Phillip Demme (3)		E. H. Blichfeldt (6) Lambert Smith (7) R. P. Taylor R. M. Jenkins E. H. Blichfeldt L. C. Thompson V. R. King R. P. Taylor (8-dir.)
SMITH CO., W. J. *b-e.* 209 Martin Brown Bldg., Louisville, Ky.	W. J. Smith (1)	W. T. Dickey (4-5)	W. J. Smith (6-7) H. D. Peltier (6-7-8)
SNEIDER & CO., A. M. *e.* 527 Fifth Ave., New York City	A. M. Sneider (1). W. J. Sneider (2)	Helen E. Isaacs (4) Benj. C. Blake (5) N. R. Goldsmith, M.D. (pub. dir.)	
SNOW, INC., CORY *f.* 739 Boylston St., Boston, Mass.* Riverside Ave., Providence, R. I.	Cory Snow (1). E. H. Culver (2) R. S. Lambert (3)	L. W. Hobbs (5)	S. D. Spencer (7)
SNOW & CAHALIN, INC. *a-e-f.* 145 State St., Springfield, Mass.	Galen Snow (1). J. H. Cahalin (2) Thelma L. Trow (3)	J. M. Boothroyd (5)	J. H. Cahalin (6-7-8) Thelma L. Trow (6) H. H. Wright (7) M. L. Wilder
SNOW AND STAFF, INC., WALTER B. *a-e-f-h.* Statler Bldg., Boston, Mass.	Harold Bugbee (1). Adelaide S. McKenna (s-t) Carl K. Freyer (3)		Adelaide S. McKenna (6)
SOHN ADVERTISING, LEE 47-50 41st St., Sunnyside, Long Island City, N. Y.	Jean Sohn (o).		
SOMMER ADVERTISING, H. M. Commonwealth Bldg., Philadelphia, Pa.	Helen M. Sommer (1)		
SON DEREGGER & BROWN ADV. AGENCY, INC. *a-e.* Register and Tribune Bldg., Des Moines, Iowa			
SORENSEN AND COMPANY *a-f.* 919 North Michigan Ave., Chicago, Ill.	R. A. Sorensen (o). H. H. Hullinger (5)	Lawrence M. Bell (4)	Dorothy C. Samer (6) R. A. Sorensen (7) Lawrence M. Bell Muriel Wageman (8)
SOUDERS & ASSOCIATES, W. A. 735 Bryden Rd., Columbus, Ohio	W. A. Souders (1-3) Senora Souders (2).	Senora Souders (4). Carolyn Hicks (5)	W. A. Souders (6-7) Loren Watson (7) Carolyn Hicks (8)
SOUTHEASTERN ADV. AGENCY *a-b-e-f.* 23 West Gordon St., Savannah, Ga.	J. L. Williams (o).		
SPARROW ADV. AGENCY, INC. *a-b-e.* 700 Farley Bldg., Birmingham, Ala.	P. A. Smith (1). J. D. Dukes (2) J. M. Smith (3)	W. Henderson (5).	P. A. Smith (6) J. M. Smith (6-8)
SPAULDING, INC., C. JERRY 201 Commercial St., Worcester, Mass.	C. J. Spaulding (1-3)	C. J. Spaulding (4) Francis Ward (5)	C. J. Spaulding (6)
SPECTOR COMPANY, INC., RAYMOND *a-e-f.* 32 East 57th St., New York City	Ray. Spector (1). H. Stevens (3)	Y. K. Smith (4). James Clark (5)	Hal Winter (6-8)
SPIER & AARON SUSSMAN, INC., FRANKLIN *a-e.* 40 East 49th St., New York City	Franklin Spier (1). Aaron Sussman (2) E. L. Murray (3)		Bernice Newton (6) Franklin Spier (7) Aaron Sussman R. D. Hamilton
SPINNING, INCORPORATED, ROLFE C. *a-e-f* 5057 Woodward Ave., Detroit, Mich.	R. C. Spinning (1).		R. C. Spinning (6) Wm. C. Dudgeon P. H. Bruske John W. Taylor
SPITZ & WEBB Empire Bldg., Syracuse, N. Y.	Wm. Spitz (p). Stephen M. Webb		Rosemary Marioni (6)
SPOLANE COMPANY, FREDERICK A. 420 Lexington Ave., New York City	F. A. Spolane (1). Evelyn C. Richey (3)	F. A. Spolane (4). L. L. Richey (5)	F. A. Spolane (6-7) Evelyn C. Richey (7) L. L. Richey (8)
SPOONER & KRIEGEL 50 Church St., New York City	W. B. Spooner, Jr. (1) P. Kriegel (2-3)	P. Kriegel (4-5)	W. B. Spooner, Jr. (6)
SPROAT & COMPANY, W. E. (THE ROTO-ART ORGANIZATION) *e.* 664 North Michigan Ave., Chicago, Ill.	Wm. E. Sproat (o). R. A. Gilruth (3)	A. L. Hossack (5). Mrs. B. Mulligan (secy.)	Wm. E. Sproat (7) Ed. Sheehan
STAAKE & SCHOONMAKER COMPANY *e.* 1515 Amer. Nat'l Bank Bldg., Kalamazoo, Mich.	Paul C. Staake (p). C. B. Schoonmaker U. H. Moss (3)	M. McDonald (4). Donald Norton (5)	
STALEY ADVERTISING AGENCY, INC. *f.* 634 West Wayne St., Ft. Wayne, Ind.	R. W. Staley (1-3). M. F. Porter (2)	R. W. Staley (4-5).	
STANDISH, INC. *a-e.* Union Trust Bldg., Providence, R. I.	G. S. Standish (1-t)		
STANFORD ADV. AGENCY, CALVIN *b-e.* Fifth Floor, Connally Bldg., Atlanta, Ga.	C. Stanford (1). Jo. Turner (3)	Jo. Turner (4). O'Harra Fox (5)	C. Stanford (6)
STAPLES & STAPLES *b-e.* 22 North Ninth St., Richmond, Va.	Mrs. H. L. Staples (1)		
STEBBINS ADV. AGENCY, BARTON A. *a-e-f-h* 811 West Seventh St., Los Angeles, Calif.	B. A. Stebbins (1). A. W. Gudelman (3)	Leigh Crosby (4)	A. W. Gudelman (5) Nat Jeffras (7) Leigh Crosby
STEEDLE & COPELAND, INC. Park Bldg., Pittsburgh, Pa.	L. A. Steedle (1). L. T. Copeland (2)		L. T. Copeland (6-7-8) A. L. Kantar (7) L. T. Copeland
STEEL ASSOCIATES, INC., FRANK R. *a-e-f.* 360 North Michigan Ave., Chicago, Ill.			
STEIGMEYER ADVERTISING, CLEM J. 259 Central Bldg., Fort Wayne, Ind.	C. J. Steigmeyer (1) Cletus Junk (3)		C. J. Steigmeyer (6-7) E. W. Moss (7)
STELLER-MILLAR ADVERTISING AGENCY. 112 West 9th St., Los Angeles, Calif.	Helen V. Millar (1) O. A. Steller (2)		O. A. Steller (7) H. V. Millar (8)
STERNAU, ARTHUR R. *e.* 1700 Sansom St., Philadelphia, Pa.			
STERNFIELD-GODLEY, INC. *e.* 280 Broadway, New York City	S. I. Godley (1). Earl R. Cotter (2) Phil Scheft (3)	S. I. Godley (4). Earl R. Cotter (5)	
STEUERMAN ADVERTISING AGENCY *a-e.* 205 East 42nd St., New York City	Theresa Rink (3).		Theresa Rink (6) D. Steuerman (7) Lillian Steuerman (8)
STEVENS, INC. *a-e-f.* 809 Association of Commerce Bldg., Grand Rapids, Mich.	Joe Stevens, Jr. (1) J. C. Stevens (2)	T. R. Bruce (5)	Joe Stevens, Jr. (7) J. C. Stevens A. W Erhardt A. G. Miller M. R. Quick
STEVENS-DAVIS COMPANY, THE *a-e-f.* 600 West Jackson Blvd., Chicago, Ill.	O. D. Miller (1). M. R. Levy (2) C. J. Raft H. L. Lynn (compt.-3)	V. E. Alford (4-s). P. Breitbarth (5)	W. S. Forgey (6-7)
STEVENS CO., FRED D. *k.* 14 Deveraux St., Utica, N. Y.	F. D. Stevens (p). G. S. Stevens (p-3)	F. D. Stevens (4-5)	G. S. Stevens (6) F. D. Stevens (7)
STEVENS AGENCY, THE HERMON W. *a-e.* 244 Washington St., Boston, Mass.	H. V. Stevens (o).		
STEWART AGENCY, J. L. *a-e.* 664 North Michigan Ave., Chicago, Ill.			
STEWART, HANFORD & CASLER, INC. *a-e-f.* 11 James St., Rochester, N. Y.* 509 Fifth Ave., New York City	A. T. Stewart (1). R. M. Cole (2) Harley W. Wood L. A. Casler (t) R. S. Hanford (s) E. M. Kern (3)	G. D. Greenfield (4) Harley W. Wood (5)	R. M. Cole (6-7) L. A. Casler R. S. Hanford C. R. Lyddon A. T. Steward (6-7-8)
STEWART-JORDAN CO., INC. *a-e.* Lincoln Liberty Bldg., Philadelphia, Pa.			
STOCKTON-WEST-BURKHART, INC. *a-e.* 1303 First National Bank Bldg., Cincinnati, Ohio	W. Z. Burkhart (1-treas.) E. W. Stockton (2) M. L. Krautter Ranald S. West (2-3-secy.)	C. T. Martin (5).	W. Z. Burkhart (7) E. W. Stockton M. L. Krautter Chas. H. Butler J. D. Nelson, Jr. Edw. P. Broome Ranald S. West (8)
STODEL ADVERTISING COMPANY Warner Bros. Theatre Bldg., 411 West 7th St., Los Angeles, Cal.	E. C. Stodel (1-3).	R. Reid (4)	Selma Schonfeld (6-7) E. C. Stodel (6-7-8) M. Shore (7)
STONE-STEVENS-HOWCOTT-HALSEY, INC. *b* 1332 Whitney Bldg., New Orleans, La.	Roger T. Stone (1). L. H. Stevens (2-3) Donald H. Halsey (2) H. B. Howcott (t)		Miss M. Burvant (6) Roger T. Stone (7) L. H. Stevens Donald H. Halsey H. B. Howcott H. E. Pritchard Robert H. True
STONETON ADVERTISING AGENCY 145 Water St., Hallowell, Me.		C. E. Stevens (5).	C. B. Niles (6-8)
STOREY ADVERTISING, DANIEL H. *e.* 1111 First St., Wausau, Wis.	R. K. Geisel (3)	W. C. Spangler (5).	D. H. Storey (6-

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(Continued from page 167)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
STORM CO., INC., CHARLES M. *a*. 50 East 42nd St., New York City	C. M. Storm (1) A. E. Storm (2) Edw. Klein Wm. Kaup (3)	A. E. Storm (4) Fred. Widlicka (5)	Harold Siegel (6) Edw. Klein (6-7-8) C. M. Storm (7) Harry Chapperon A. E. Storm (7-8)
STOVER ADVERTISING AGENCY, JOHN 1504 West 1st Ave., Columbus, Ohio	John Stover (1)		
STRANG & PROSSER ADV. AGENCY *a-e-f-h*. 2500 Smith Tower, Seattle, Wash.	Wm. J. Prosser (1) Jos. Maguire (2) R. H. Burke (3)	George Hager (5)	R. H. Burke (6-7) Jos. Maguire (7) R. D. Whiting (8) Miss "Billie" Barnes
STREET & FINNEY, INC. *a-e*. 330 West 42nd St., New York City	F. N. Finney (1) John F. Mayer (2) Fred Hellar (3)	Janet Price (4) Fred Hellar (5)	John F. Mayer (6) W. E. Faxon (7) Robt. Finney J. T. Kelly, Jr. Howard Miller (8)
STUART, CHARLES R. *a* 625 Market St., San Francisco, Calif.	C. R. Stuart (o) Maxine Forbes (3)	C. P. Johnson (4) Ben Sumrall (5)	Ethel-Louise Fickert (6) C. P. Johnson (7-8)
SUEDHOFF & COMPANY *e* 921-925 Citizens Trust Bldg., Fort Wayne, Ind.	C. J. Suedhoff (1) O. Ferber (3)	Carl Frech (5)	C. J. Suedhoff (6-8)
SUMNER CO., INC., THE G. LYNN *a-e-f-h* 285 Madison Ave., New York City	G. L. Sumner (1) Mary B. Picken (2) G. S. Birdsong (3)	G. L. Sumner (4) D. C. Louiseaux (5)	E. R. Wood (6)
SUPERIOR ADVERTISING, INC. 310 Old-First Bank Bldg., Fort Wayne, Ind.	John H. Boll (1)		J. H. Boll (6)
SUTHERLAND-ABBOTT *f* 234 Clarendon St., Boston, Mass.	K. R. Sutherland (p) P. M. Abbott B. W. Taylor (3)	D. B. Bowman (5)	K. R. Sutherland (7) P. M. Abbott J. H. Squier J. A. Keary
SWAFFORD AND KOEHL, INC. *a-e-f* 341 Madison Ave., New York City* Guardian Bldg., Cleveland, Ohio	A. E. Koehl (1) J. R. Landan (2) A. A. Landis C. L. Lindquist (3)	H. Werneke (5)	A. H. Lasity (6-7) J. R. Landan (7)
SWEENEY & JAMES CO. *a-e-f* 510 Bulkley Bldg., Cleveland, Ohio	J. F. Sweeney (p) Frank G. James		
SWINK ADV. AGENCY, HOWARD *e-f* 372 East Center St., Marion, Ohio	Howard Swink (1)	Howard Henry (5)	Howard Swink (7) T. A. Witter J. W. Readey
SYKES ADVERTISING AGENCY 505-7 Empire Bldg., Pittsburgh, Pa.	Edw. H. Sykes (o) Jas. E. Dunn (3)	Robt. Sankey (5)	Edw. H. Sykes (6) S. B. Lewis (7) D. M. Davis Hayes J. Darby
SYMONDS ADVERTISING, MERRILL *e-f* 407 South Dearborn St., Chicago, Ill.	M. Symonds (1) C. W. Nelson (3)	G. H. Daugherty (4) Russell Miller (5)	M. Symonds (6) Arthur Glass (7) C. C. Nelson
SYVERSON-KELLEY, INC. *a-e-h* 608 Mohawk Bldg., Spokane, Wash.	A. H. Syverson (1) H. A. Brassard (1-3)	K. C. Poorman (5)	A. H. Syverson (6-7) R. P. Kelley (7) C. R. Devine H. A. Brassard (8)
T			
TARCHER & CO., J. D. *a-e-f* 630 Fifth Ave., New York City			
TAUBMAN & CO. ADVERTISING, SAMUEL Lewis Tower Bldg., Philadelphia, Pa.	S. Taubman (o)	Geo. Beckenbaugh (4-5)	S. Taubman (6) Blanche Gerton (8)
TAYLOR & ASSOCIATES, RAY 1836 Euclid Ave., Cleveland, Ohio	R. L. Taylor (1)		
TEAS, INC., PAUL Citizens Bldg., Cleveland, Ohio	Paul Teas (1)		
TEPLITZ, HENRY H. *e* 540 North Michigan Ave., Chicago, Ill.			
THIELECKE ADVERTISING AGENCY Parkview Bldg., Colorado Springs, Colo.	H. E. Thielecke (1) M. L. Thielecke (2) L. G. Richardson (3)	H. E. Thielecke (4)	L. G. Richardson (6) H. E. Thielecke (7-8)
THOMA AND GILL American Insurance Bldg., Newark, N. J.	C. G. Thoma (p) Arthur W. Gill	Henry Kopel (5)	C. G. Thoma (6-7) Arthur W. Gill
THOMAS ADVERTISING, GERALD F. T. W. Patterson Bldg., Fresno, Calif.	G. F. Thomas (12) C. R. Simmons (3)		
THOMPSON ADVERTISING SERVICE 255 Senator Pl., Cincinnati, Ohio			
THOMPSON COMPANY, J. WALTER *a-e-f-h* 420 Lexington Ave., New York City* 410 North Michigan, Chicago, Ill. 100 Bush St., San Francisco, Calif. 621 South Hope St., Los Angeles, Calif. 1549 North Vine St., Hollywood, Calif. 821 Second Ave., Seattle, Wash.	Stanley Resor (1)		
THORNDIKE PRECISION ADV., RICHARD *f*. Old Colony Bank Bldg., Providence, R. I.	R. Thorndike (1)		
THURLOW ADVERTISING SERVICE, INC. 80 Boylston St., Boston, Mass.	H. A. Thurlow (1) F. W. Thurlow (3)	L. W. Burges (4)	F. W. Thurlow (6) H. A. Thurlow (7-8)
THWING, INC., WALTER E. *a-e-f-h* 444 Madison Ave., New York City	W. E. Thwing (1) D. Altman (3)	W. E. Thwing (4) D. Altman (5)	F. J. Auslander (6) W. E. Thwing (7)
TIMMONS, INC., RALPH *e* 20 North Carroll St., Madison, Wis.	R. Timmons (1) Jennelyn Timmons (2) Fred Ford (3)	Carl Berray (5)	R. Timmons (6-7)
TOKAR, ALFRED F. 17 Academy St., Newark, N. J.	A. F. Tokar (1)	Roslyn Sacks (5)	A. F. Tokar (6-7) Norman Tokar (8)
TOLLE AND ASSOCIATES, NORMAN W. 631 Third Ave., San Diego, Calif.	N. W. Tolle (1-3) Muriel M. Tolle (2)	N. W. Tolle (4) H. Johnson (5)	N. W. Tolle (6-7-8) Helen Elliott (6)
TOMASCHKE-ELLIOTT, INC. *e* 1624 Franklin St., Oakland, Calif.	F. L. Tomaschke (1) B. W. Elliott (2)		B. W. Elliott (6) D. W. Cummings (7) F. L. Tomaschke (8)
TOMOWSKE ADVERTISING AGENCY *a-e-h* 513 Chronicle Bldg., Spokane, Wash.	J. W. McLean (s) Wm. T. Ogle (t) G. G. Stevens (3)		
TOVE ADVERTISING, HARRY B 100 Gold St., New York City			
TOWELL INCORPORATED, ARTHUR *e* 400 Commercial Bank Bldg., Madison, Wis.	Arthur Towell (1) Viola Kosak (3)	Victor Johnson (4) F. R. Lathers (5)	Viola Kosak (6) Arthur Towell (7)
TOWNE ADVERTISING, W. L. *f* 10 East 40th St., New York City	W. L. Towne (o)		
TOWNSEND ADVERTISING SERVICE 203 College St., Burlington, Vt.	C. E. Townsend (1) Ethel Starbird (3)		Ethel Starbird (6) C. E. Townsend (7)
TRACY-LOCKE-DAWSON, INC. *a-b-e-f-h* 1307 Pacific Ave., Dallas, Tex. 22 East 40th St., New York City	Joe M. Dawson (1) R. P. Locke (ex.-2) (Dallas) R. H. Robbins (3) (Dallas)	J. W. Moffett (4) (Dallas) R. H. Robins (5)	Monty Mann (6) (Dallas) Clara Simmons (Dallas) R. P. Locke (7) (Dallas) Jas. B. Taylor (D.) E. M. Racey (D.) J. W. Moffet (D.) R. Jurgens (D.)
TRAUTMAN ADV. AGENCY, RAYMOND D. 510 Walnut St., Reading, Pa.	R. D. Trautman (1)		
TRIANGLE ADVERTISING AGENCY, INC. *e* 201 North Wells St., Chicago, Ill.* Corporate Office, Princeton, Ill.	H. U. Bailey (1) F. W. Potter, Sr. (2) Robert Amft (3)	R. W. Fick (4-5)	Regina Herdeg (6) K. A. Ford (7)
TURNER ADVERTISING AGENCY *e* 520 North Michigan Ave., Chicago, Ill.			J. K. Turner (7) J. G. Turner
TUTTLE, INC., MARGUERITE 28 West 44th St., New York City	Marguerite Tuttle (1) L. C. Tuttle (2) Isabel Cary (3)	Isabel Cary (4)	Mildred Gibbs (6) Marguerite Tuttle (7)
TUTHILL ADV. AGENCY, INC. *a-e-f* Chester, N. Y.	C. B. Merritt (2) G. E. Williams (s-4)		
TWISS, J. HAYDEN *e-f* 205 East 42nd St., New York City	J. H. Twiss (1) M. L. Twiss (2) A. Schmidt (3)	R. S. Lippoth (4) G. Winkleman (5)	
TYNION ADVERTISING, DAVID A. *e-f* 205 East Genesee St., Syracuse, N. Y.	D. A. Tynion (o) E. C. Meyers (3)		D. A. Tynion (6-7) E. C. Meyers
TYSON AND COMPANY, INC., O. S. *e-f-h* New York Central Bldg., 230 Park Ave., New York City	O. S. Tyson (1) L. W. Seeligsberg (2) Fay Keyler R. Morrison (3)	L. W. Seeligsberg (4) Anton Kamp (5)	L. W. Seeligsberg (6) J. L. Handy (7) Fay Keyler Geo. Balsam
U			
ULLMAN ORGANIZATION, ROLAND G. E. *e-k* 1520 Locust St., Philadelphia, Pa.	R. G. E. Ullman (1) Mrs. A. A. Schenck (3)		Mrs. A. A. Schenck (6) Nan M. Collins (7) W. L. Lukens N. H. Meyer R. G. E. Ullman
UNION SQUARE ADV. AGENCY, INC. Central Savings Bank Bldg., 147 4th Ave., New York City	J. P. Kaempfer (1) M. A. Ksuntje (2)		J. P. Kaempfer (6-7)
UNITED ADVERTISING AGENCY *a-e* 744 Broad St., Newark, N. J.	Max Green (2)	B. C. Green (5)	
UNITED ADV. COMPANIES, INC. *a-e* 205 North Michigan Ave., Chicago, Ill.	N. J. McMahon (1) E. H. Larson (t-2-3) Louise C. Rathbun (secy.)		Walter Zivi (8)
UNITED MERCHANDISING SYNDICATE 122 18th St., Brooklyn, N. Y.	S. M. Prevore (1)		
UNITED STATES ADVERTISING CORP. *a-e* 612 North Michigan Ave., Chicago, Ill. Spitzer Bldg., Toledo, Ohio	J. C. Ewell (1) L. S. Cohen (3)	St.C. Carver (4) Floyd Short (5)	E. L. Werner (6) Miss V. Semple Frank Canaday (7) Morris Swaney A. J. Engelhardt (7-8)
UNWIN ADVERTISING AGENCY 5144 14th Ave., Detroit, Mich.	B. V. Unwin (o)		B. V. Unwin (6)
V			
VAN AUKEN-RAGLAND, INC. *e-f* 326 Madison St., Chicago, Ill.			
VAN DE MARK ADVERTISING, INC. *a-e-f* Times Star Tower, Cincinnati, Ohio* 244 Plymouth Bldg., Minneapolis, Minn.	C. W. Van De Mark (1) A. Schmithorst (2)	David Rand (5)	C. W. Van De Mark (6-7-8) Claude Efnor (6-7) (Minneapolis) A. Schmithorst (7)
VANDEN COMPANY, INC., THE *e-f* 620 North Michigan Ave., Chicago, Ill.	G. W. Vanden (1) P. L. Littlewood (3)		G. W. Vanden (6-7) E. G. Ciale (7)
VANDERBIE AND RUBENS, INC. *a-e-f* 410 North Michigan Ave., Chicago, Ill.	H. S. Vanderbie (1-secy.) W. L. Rubens (ex.-2-treas.) Geo. Sparling (2)		
VAN DEUSEN & CARTER ADV. AGENCY 154 West Michigan Ave., Jackson, Mich.	S. M. Watson (1)		S. M. Watson (6)
VAN DOLEN, GIVAUDAN & MASSECK, INC. *f* 369 Lexington Ave., New York City	L. Van Dolen, Jr. (1) B. T. Givaudan, Jr. (2)	C. J. Masseck (4) A. Lichtenberger (5)	L. Van Dolen, Jr. (7) B. T. Givaudan, Jr. C. J. Masseck H. C. Rossi (7-8)
VAN DOMELEN ADVERTISING COUNSEL 504-05 Federal Square Bldg., Grand Rapids, Mich.	J. B. Van Domelen (o) Richard Baxter (3)	H. M. Harvey (4) Richard Baxter (5)	J. B. Van Domelen (7)
VANGUARD ADVERTISING *f* 21 West 45th St., New York City	J. M. Russakoff (1)		G. A. Wilson (7)
VAN HECKER-MacLEOD, INC. *e* 664 North Michigan Ave., Chicago, Ill.	C. E. Van Hecker (1) E. B. MacLeod (2)	V. B. Wells (5)	D. E. Callihan (6) W. F. Barkow (7) F. J. Gusik
VAN SANT, DUGDALE & CO., INC. *a-e-f-h* 205 Court Square Bldg., Baltimore, Md.	Wilbur Van Sant (1) H. K. Dugdale (2) C. D. Carr (3)	J. P. Daiger (4) Don Hurlbut (5)	G. M. Talbot (6) H. G. Erck (7) C. M. Buchanan R. E. Daiger H. K. Dugdale Wilbur Van Sant
VAN TINE, RUSSELL H. 112 South 16th St., Philadelphia, Pa.	R. H. Van Tine (o)	Wm. C. Blood (5)	
VARNEY ADVERTISING AGENCY, CLYDE 1135 Virginia Park, Detroit, Mich.	Clyde Varney (o)		
VARS, INC., ADDISON *a-e-f* Vars Bldg., Buffalo, N. Y.	H. W. Comstock (1) K. S. Duffes (2) H. E. Close (3)	K. S. Duffes (4) Paul Roman (5)	H. W. Comstock (7) K. S. Duffes H. E. Close Paul R. Barnes John Schneider John B. Morton A. H. Briggs (8)
VAUGHAN ADVERTISING, BURTON E. *a-b-e* Quapaw Bldg., Little Rock, Ark.	B. E. Vaughan (1)		John F. Wells, Jr. (6) Horace Cate
VAUTRAIN ASSOCIATES, INC., CHARLES E. 560 Dwight St., Holyoke, Mass.	C. E. Vautrain (1) A. S. Garrabrants (2) Frances M. Dobbs (3) P. R. Harrover (3)	A. S. Garrabrants (4)	C. E. Vautrain (6-7)
VENABLE-BROWN CO., INC. *a-e-f* Citizens Bldg., Cincinnati, Ohio	B. W. Brown (1) Bryant Venable (2)	P. R. Harrover (5)	Dolores Mescher (6) Bryant Venable (6-7) B. W. Brown Ira H. Crane (7) C. W. Hague (8)
VIENOT, INC., CARL G. 134 Summer St., Boston, Mass.	C. G. Vienot (1) C. H. Overly (2) Mrs. G. Cann (3)	C. H. Overly (4-5)	
VIOLA & CO., J. FRANKLYN 152 West 42nd St., New York City	J. F. Viola (1)		J. F. Viola (7)
VLADIMIR & CO, INC., IRWIN *a-e-f-h* 570 Lexington Ave., New York City	I. A. Vladimir (1) T. M. Quinn (2) C. G. Rourke (3)	Harriett Harris (4) Edward Abel (5)	Aurora N. Blando (6)
VODICKA ADVERTISING, JOHN E. 127 N.W. 2nd St., Miami, Fla.	J. E. Vodicka (1) Helen M. Vodicka (secy.-treas.)	E. C. Rendall (5)	
VOGEL & CO., JOSEPH S. 9 Clinton St., Newark, N. J.	Jos. Spiel Vogel (1) Louis Spiel Vogel (2)		
VOLKMANN ADVERTISING AGENCY *a* 511 Fifth Ave., New York City	Philip Ritter (o)		
VON SENDEN AGENCY *a* 321 Boulevard of Allies, Pittsburgh, Pa.	K. S. Von Senden (1) S. D. Von Senden (2) E. Zimmerman (3)	S. K. Brown (4) O'Neil Goodwin (5)	Eric Zimmerman (6-7) K. S. Von Senden (7)
VOORHIES, J. 220 West 42nd St., New York City	J. Voorhies (1) V. W. Rooke, Jr. (2-3)	J. Voorhies (4) Fred Ehrlich (5)	
W			
WADE, INC., LOUIS E. *a-e-f-k* 200 Paramount Bldg., Fort Wayne, Ind.	Louis E. Wade (1) J. A. Wagner (3)		Louis E. Wade (7) J. A. Wagner R. G. Warner M. E. Maxwell (7-8)
WADSWORTH & WALKER, INC. *e-f* 369 Lexington Ave., New York City	R.K.Wadsworth (1) E. F. Risse (3)	Theo. Keller (5)	
WAGENSEIL & ASSOCIATES, HUGO *e-f-h* Talbott Realty Bldg., Dayton, Ohio	H. Wagenseil (1) W. J. Staggs (3)	Stanley H. Jack (4)	Stanley H. Jack (7)

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 168*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
WAKEFIELD ADV. AGENCY, CARL C. *a*..... Kohl Bldg., San Francisco, Calif.	C. C. Wakefield (1)	.....	B. Horgan (7)
WALD ADVERTISING AGENCY, S..... Wurlitzer Bldg., New York City	S. Wald (1)..... L. Verbin (4)	A. Stern (5).....	.....
WALKER ADVERTISING AGENCY *a-e-f-g*.... 116 New Montgomery St., San Francisco, Calif.	S. Walker (o)..... F. Bruntjen (3)	.....	.....
WALKER ADVERTISING, HAROLD C..... Palace Bldg., Minneapolis, Minn.	H. C. Walker (1).. Helen E. Walker (secy.-treas.)	G. D. Billings (4)..	G. D. Billings (7)
WALKER AND DOWNING *a-e-f*..... 532 Oliver Bldg., Pittsburgh, Pa.	Wm. S. Walker (1) D. C. Evans (3)	C. P. Richardson (4) W. T. Willman (5)	D. C. Evans (6) B. I. Davis (7) C. P. Richardson R. D. McCoy R. C. Woodruff (8)
WALKER-RACKLIFF COMPANY, THE..... 19 Dickerman St., New Haven, Conn.	C. F. Rackliff (1).. R. H. Heller (3)	Anna Greta Larsson (5)	R. H. Heller (6) C. E. Hanlon (7) John R. Kenyon W. Daymon (8)
WALLACE ADVERTISING AGENCY *e*..... 309 Masonic Temple Bldg., Des Moines, Iowa	Ross Wallace (o)..	.....	.....
WALLACE ADVERTISING AGENCY, E..... 80-82 Wall St., New York City	E. Gottlieb (o)....	.....	.....
WALLACE-LINDEMAN, INC. *a*..... Association of Commerce Bldg., Grand Rapids, Mich.	O. A. Wallace (1).. H. F. Driscal (3)	.....	M. C. Lindeman (7) J. L. Wierengo
WALTER, INC., A. D..... 5405 Penn Ave. (6), Pittsburgh, Pa.	A. D. Walter (1).. Edythe Holt (3)	.....	A. D. Walter (7)
WANK AND WANK *a-e-f*..... 580 Market St., San Francisco, Calif.	M. E. Wank (1).... D. Eastwood (3)	G. R. Hufman (4). R. Minamora (5)	M. E. Wank (7) G. R. Huffman
WARMAN & COMPANY..... 296 Delaware Ave., Buffalo, N. Y.	R. B. Warman (o).	.....	R. B. Warman (6-7) D. C. Warman
WARNER COMPANY, INC., MASON *a-e-f-h*... 360 North Michigan Ave., Chicago, Ill.	Mason Warner (1). M. M. Warner (s) D. D. Warner (t)	.....	.....
WARREN ADVERTISING, VIRGIL A..... 402 Title Bldg., Spokane, Wash.	Virgil A. Warren (1) Beulah E. House (3)	J. V. Geraghty (5).	R. M. Showacre (7)
WARWICK & LEGLER, INC. *a-e-h*..... 230 Park Ave., New York City	H. P. Warwick (1). Henry Legler (2) S. Youngheart J. R. Warwick Arthur Deerson L. M. Malits T. H. Shanley (3)	Henry Legler (4).. A. Deerson (5) B. E. Goodloe	L. M. Malits (6) B. L. Moyer, Jr. (newspaper & spot radio) Ed. J. Rohn (mag. & trade paper) J. J. Minich (outdoor) Henry Legler (7) S. Youngheart J. R. Warwick Francis N. McGehee Tevis Huhn (8)
WASSON ADVERTISING CO., I. B. *a-e*..... Manufacturers Exchange Bldg., Kansas City, Mo.	I. B. Wasson (o-3).	I. B. Wasson (4)...	M. M. Wasson (6) W. P. Cooper (7) I. B. Wasson
WATERS & ASSOCIATES, INC., NORMAN D. *f* 1140 Broadway, New York City	N. D. Waters (1) C. H. Whitebrook (2) L. L. Landesman (3)	H. L. Waters (4).. M. M. Klein (5)	L. L. Landesman (6)
WATTS ADVERTISING AGENCY *a-e-f-h*..... Continental Bldg., 3615 Olive St., St. Louis, Mo.	F. A. Watts (principal) (1)	.....	D. L. Fox (6) E. A. Moffatt (7) F. A. Watts
WATTS, PAYNE—ADVERTISING, INC. *b-f*.... 205 South Cheyenne, Tulsa, Okla.	Don Watts (1).... Oscar Payne (s-4)	.....	L. S. Hauger (7)
WAYNE & COMPANY, TUCKER *a-b-e-f*..... 629 Ten Pryor Street Bldg., Atlanta, Ga.	Tucker Wayne (1). C. W. Burgess (3)	Virginia C. Wayne (4)	C. C. Fuller (6) Tucker Wayne (7) D. D. Connah (7-8) (dir.)
WAYNESBORO ADVERTISING AGENCY..... Anthony Wayne Hotel Bldg., Waynesboro, Pa.	S. F. Workman (1). J. A. Knupp (3)	J. A. Knupp (4-5)..	.....
WEARSTLER ADVERTISING, INC. *e-f*..... Trinity Office Bldg., Youngstown, Ohio	A. M. Wearstler (1) R. J. McCallister (2-3)	B. G. Whipple (5).	A. M. Wearstler (6)
WEAVER AND ASSOCIATES, LUTHER *e*..... 200 Globe Bldg., Saint Paul, Minn.	Luther Weaver (o). Donald Gardner (3)	Blanche Anderson (4)	Luther Weaver (8)
WEBB ADVERTISING, HENRY..... P. O. Box 86, Dayton, Ohio	H. H. Webb (1)....	.....	.....
WEBB ADV. COMPANY, FRANK D. *a*..... 10 West Read St., Baltimore, Md.	Frank D. Webb (1) C. Chapline (3) Anna J. Coleman (secy.-treas.)	.....	.....
WEBB ADV. SERVICES, D. STUART *a*..... 306 North Gay St., Baltimore, Md. 17 South Hanover St., Baltimore, Md.	L. E. Davis (3)....	E. E. Zimmerman (4-5)	K. Uppercue (6-7) E. E. Zimmerman (7) Gertrude Brooks (8)
WEEKS CO., INC., THE CHARLES A..... 122 East 42nd St., New York City	Chas. A. Weeks (1) Judson Cole (2)	.....	.....
WEIDENHAMER & ASSOCIATES, JOHN P... 26 North 18th St., cor. Park St., Harrisburg, Pa.	J. P. Weidenhamer (1) R. W. Woods (2) F. F. Bratten (3)	D. H. Bates (5)... Chas. H. Snell	J. P. Weidenhamer (6-7-8) F. F. Bratten (6-7) Mary E. Weidenhamer (8-resrh)
WEILL CO., INC., THE ARMAND S..... 170 Franklin St., Buffalo, N. Y.	A. S. Weill (1).... H. C. Desbecker (2)	Victor Aures (5)...	A. S. Weill (6) H. C. Desbecker Robt. K. Weill (8)
WEINBERG ADVERTISING CO., MILTON *a-e* 325 West Eighth St., Los Angeles, Calif.	B. Weinberg (1).... D. Butin (3)	G. N. Laws (4)....	E. Cousino (6) B. Weinberg (8)
WEINGARTEN ADVERTISING AGENCY..... 110 West 34th St., New York City	J. Weingarten (1).. S. Feldstein (3)	L. Edwards (5)....	.....
WEINTRAUB & CO., INC., WILLIAM H. *a*... 30 Rockefeller Plaza, New York City	Wm. H. Weintraub (1) E. S. Kaufman (ex. 2-secy.) Paul Rand (2) Geo. Stengle (3) Wm. Gallow (t)	E. S. Kaufman (4). Paul Rand (5)	Wm. Gallow (6) W. H. Weintraub (7) E. S. Kaufman Arthur Daly (8)
WEISBERG & COMPANY..... 17 Academy St., Newark, N. J.	M. Weisberg (1)...	.....	.....
WEISS AND GELLER, INC. *a*..... 400 North Michigan Ave., Chicago, Ill.* 400 Madison Ave., New York City	Ed. H. Weiss (1).. Max A. Geller (2) Stanley Black (3)	E. Silverton (5)...	Helena Clayton (6)
WELLER SERVICE..... Vance Bldg., Seattle, Wash.	.....	.....	.....
WELLMAN ADVERTISING AGENCY..... Market Street Nat'l Bank Bldg., Philadelphia, Pa.	F. A. Wellman (o).	J. V. Breen (4)....	F. T. Kessler (6-7) F. A. Wellman (8)
WEMPLE ADVERTISING, JACK C..... 310 Pine St., Green Bay, Wis.	J. C. Wemple (1)...	.....	.....
WENDT ADVERTISING AGENCY *e-f*..... 1062 Spitzer Bldg., Toledo, Ohio	H. F. Wendt (1).. F. Kalmbach (3)	H. F. Wendt (4).. F. Kalmbach (5)	H. F. Wendt (6-8)
WENDT COMPANY, L. W..... 310 Strain Bldg., Great Falls, Mont.	L. W. Wendt (m).. W. E. Wendt (asst.-m) Z. M. Hay (3)	B. A. Johnson (asst.-4)	.....
WESLEY ASSOCIATES, THE *a-f*..... 347 Madison Ave., New York City	H. G. Wesley (p).. L. G. Wesley L. Fairweather Herman Hecker (3)	C. A. Rathkopf (5)	Harry Weiner (6-8)
WEST ADVERTISING, BRONSON *a-e-f*..... 500 Robert St., St. Paul, Minn.	.....	.....	.....
WESTERN ADVERTISING AGENCY *a-f*..... 718 South Flower St., Los Angeles, Calif.	E. C. Northridge (o) Ed. E. Keeler (m) (2) Ruth K. Fredricks (3)	Ed. C. Northridge (5)	Jos. N. Nelson (6) Edw. E. Keeler (8) Ruth K. Fredricks
WESTERN ADVERTISING AGENCY *a-e-f-h*... 610 Wisconsin Ave., Racine, Wis.* 35 East Wacker Drive, Chicago, Ill.	G. B. Gunlogson (1) J. R. McCue (2) A. Kendall (3)	W. B. Jones (4)... A. F. Mayer (5) R. Sandberg	I. M. Barts (6) F. W. Pain O. C. Jensen (7) R. J. Wentzel Chas. Dilday (8) Alma Williams (6) T. J. Parry (7)
WESTERN AGENCY, INC. *a-e*..... 663 Skinner Bldg., Seattle, Wash.	B. N. Hutchinson (1) T. J. Parry (3)	.....	.....
WESTHEIMER AND COMPANY *a-e*..... 315 North 7th St., St. Louis, Mo.	L. E. Westheimer (1) A. Block (3)	W. G. Moore (4).. E. R. Schacht (5)	E. D. Brohr (6) W. G. Moore (7) L. E. Westheimer R. L. Perrine
WEST-MARQUIS, INC. *f*..... Architects Bldg., Los Angeles, Calif.	John R. West (1).. H. H. Marquis (2) D. A. Freeman (3)	John R. West (4).. Frederick Cole (5)	D. A. Freeman (6) John Lo Buono (7) G. B. Carpenter
WESTON ADVERTISING, FRANK..... 133 Biltmore Hotel, Providence, R. I.	Frank Weston (1). Alice E. Desmond (secy.)	Donald Cowell (5).	.....
WESTON-BARNETT, INC. *a-e-f*..... 217½ West Fifth St., Waterloo, Iowa 520 North Michigan Ave., Chicago, Ill.	W. H. Barnett (1). (Waterloo) A. C. Barnett (2) (Chicago)	.....	W. H. Barnett (6-7-8) A. C. Barnett (6-7) Phillips Taylor (8)
WHALEN ADVERTISING CO., INC., FRANK E. *a-e-f*..... 15 West 10th St., Kansas City, Mo.	.....	.....	.....
WHEELER, KIGHT & GAINEY, INC. *e-f*..... 74 East Long St., Columbus, Ohio	T. L. Wheeler, Jr. (1) N. Gainey (2-3)	J. A. Hoover (4).. N. Gainey (5)	T. L. Wheeler, Jr. (6-7) J. A. Hoover (7)
WHEELOCK COMPANY, WARD *a-e*..... Lincoln-Liberty Bldg., Philadelphia, Pa.* 444 Madison Ave., New York City Equitable Bldg., Hollywood, Calif.	A. A. Bailey (1).... Lt.-Col. R. K. Strassman (2) Wm. L. Thomas (3)	Robert Brown (4). W. L. Stocklin (5)	Eugene Cogan (6) Geo. H. Giese (7) Diana Bourbon (8)
WHIPPLE & BLACK ADV. COMPANY *e*..... 917 Fox Bldg., Detroit, Mich.	.....	.....	.....
WHITBEY ASSOCIATES *f*..... 260 Fifth Ave., New York City	S. E. Mendelson (1) I. Seidemann (s-t) (2) E. Raimondi (3)	Robert Smith (4).. E. Raimondi (5)	.....
WHITE, LOWELL & OWEN, INC. *a-e-f*..... 595 Madison Ave., New York City	H. A. White (1).... M. Lowell (ex.-2) John H. Owen (s-t) Ed Hamburger (3)	.....	Marc Seixas (6)
WHITTEN, INC. EDMUND S..... 216 Tremont St., Boston, Mass.	E. S. Whitten (1)..	K. V. Kimball (5).	L. M. Concannon (6)
WIGHTMAN, INDUSTRIAL COUNSEL, LUCIUS I..... 309 State St., New London, Conn.	.....	.....	.....
WILDER, INC., ALMON BROOKS *e*..... 154 East Erie St., Chicago, Ill.	A. B. Wilder (1).... L. M. Brouillette (2) R. O. Parker (3)	P. W. Wallace (5).	A. B. Wilder (7) L. M. Brouillette J. M. Hadley M. F. Mayger
WILDRICK & MILLER, INC. *e-f*..... 630 Fifth Ave., New York City	S. B. Wildrick (1). I. W. Baker (2) J. E. Hoffman (3)	Henry Carleton (4)	M. L. Luckenbill (6) S. B. Wildrick (7) T. N. P. Wagner Henry Carleton Conklin Mann G. L. Layton
WILEY ADVERTISING, INC., WALTER W... 132 West 43rd St., New York City	W. W. Wiley (1-3). D. F. Wiley (2)	.....	Dorothy F. Finke (6) J. V. Smith (7) A. King D. F. Finke (8)
WILL INCORPORATED *e-f*..... 1276 West Third St., Cleveland, Ohio	W. D. Will (1).... P. S. Will (2) F. Kenney (3)	Bert Van Dellen (5)	.....
WILLIAMS ADVERTISING AGENCY *a-f*..... 185 Madison Ave., New York City	Wm. Shields (1).... R. Austrian (ex.-2)	.....	.....
WILLIAMS & SAYLOR, INC. *a-e-f*..... Columbia Broadcasting System Bldg., New York City	R. W. Williams (1) W. T. Pollock (2) M. J. Osias (3)	W. F. Adams (4).. K. Josten (5)	Mrs. I. Randall (6) W. Y. Stocking (7)
WILLIAMS, WILLIAM J..... 306-07 State Theatre Bldg., Kalamazoo, Mich.	W. J. Williams (o).	.....	.....
WILSEY ADVERTISING AGENCY, L. S..... 500 Security Mutual Bldg., Binghamton, N. Y.	Leona S. Wilsey (o)	.....	.....
WILSON, INC., EDWIN BIRD *a-h*..... 120 Wall St., New York City	E. B. Wilson (1).... J. C. Madden (2) H. E. Schneider (3)	Rem Dickert (5)...	Edith MacArthur (6) Wm. T. Gray (7) H. G. McNomee
WILSON & HAIGHT, INC..... Capitol Bldg., Hartford, Conn.	H. C. Wilson (1).. J. J. Haight (s-t)(2) B. W. Monrad (3)	H. M. Freer (5)...	H. C. Wilson (6-7) J. J. Haight R. W. Donahue J. W. Mason P. R. Schneider (8)
WILTMAN & PRATT, INC..... 201 South Craig St., Pittsburgh, Pa.	Robt. F. Wiltman (1-3) J. W. Connelly (2) Robt. F. Wiltman (3)	L. A. Busse (4).... David Lawrence (5)	Robt. F. Wiltman (6-7) R. Pratt (6-7-8)
WINKLER ADVERTISING CO., M. L..... 506 North Fourth St., St. Louis, Mo.	M. L. Winkler (o). Jeannette Bon-Durante (3)	Naomi R. Epstein (4) Jeannette Bon-Durante (5)	Jeannette Bon-Durante (6-7) Naomi R. Epstein (8)
WINSETT ADVERTISING AGENCY, MARVIN Liberty Bank Bldg., Dallas, Tex.	Marvin Winsett (1)	.....	Mrs. M. Stephens (6)
WINSTON, ARTHUR A..... 1500 East 48th St., Brooklyn, N. Y.	.....	.....	.....
WINTER ADVERTISING AGENCY, N. A. *e-h* 1106 Paramount Bldg., Des Moines, Iowa	N. A. Winter (1).. Myrtle Preter (3)	A. Schussler (5)...	N. A. Winter (6-7) W. C. Hughes, Jr.
WINTERNITZ ADVERTISING, ROBERT *a-e-f*. 45 East 17th St., New York City	R. Winternitz (p).. Russell W. See C. F. Gilbert (3)	R. Winternitz (4).. John De Vries (5)	C. F. Gilbert (6) R. Winternitz (7) Russell W. See Helen Asbury
WITTE & BURDEN *f-h*..... 5757 Cass Ave., Detroit, Mich.	W. W. Burden (p). Paul F. Witte K. A. Frostie (3)	.....	.....
WITTNER ADVERTISING, FRED *f*..... 2 West 45th St., New York City	Fred Wittner (o).. F. R. Riger (3)	Fred Wittner (4)..	L. H. Adler (6) Fred Wittner (7) Miriam Halperin F. R. Riger
WOLAVER ADV. AGENCY, E. D. *f*..... N.B.C. Bldg., Cleveland, Ohio	E. D. Wolaver (o).	.....	.....
WOLFE & ASSOCIATES, INC., RALPH L. *a-e-f-h* 76 West Adams Ave., Detroit, Mich.	R. L. Wolfe (1).... John Dow (2) Clare M. Jickling (3)	A. D. Conkey (4).. Edw. Olekzak (5)	W. M. Lewis (6) R. L. Wolfe (7) Clare M. Jickling
WOLFF & ASSOCIATES, ED *a-f*..... 428 Taylor Bldg., Rochester, N. Y.	Ed Wolff (o).....	.....	Mrs. H. S. Feeser (6-7) L. Sterling (7) A. G. Scheible (7-8)
WOLFF ADVERTISING, MAURICE..... 506 Essex Bldg., Minneapolis, Minn.	.....	.....	.....
WOOD, BROWN & WOOD, INC. *a-f*..... 200 Washington St., Boston, Mass.	Allen H. Wood (1). A. H. Wood, Jr. (2) J. Brown, 3rd (3-treas.)	.....	Martha L. Ayers (6)
WOOLLEY AND HUNTER, INC. *a-e-f*..... 306 Steel Bldg., Denver, Colo.*	C. F. Woolley (1).. Ed M. Hunter (2) C. J. Penca (3)	D. M. Spillman (5)	C. J. Penca (6)
WORLD WIDE ADVERTISING CORP. *a-e*..... 11 West 42nd St., New York City	E. M. Scholz (1)....	.....	.....

ADVERTISING AGENCIES AND THEIR CHIEF EXECUTIVES

(*Continued from page 169*)

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
WORTMAN, BARTON & GOOLD, INC. *a*..... 345 Madison Ave., New York City	E. B. M. Wortman (1) H. Easler (3)	O. S. Sibley (5)....	Louise Vogel (6) R. S. Conahay (7) Gilbert S. Goold Jas. Gorton Wm. Tyack M. McKinles (8)
WRIGHT AGENCY, GEO. WILFRED *e-f*..... 40 Clinton St., Newark, N. J.	G. W. Wright (o)..	.....	.....
WRIGHT COMPANY, W. L. *c*..... 708 Case Bldg., Rochester, N. Y.	W. L. Wright (1).. H. E. Wright (2) M. Bloom (3)	W. L. Wright (4).. R. E. Wright (5)	W. L. Wright (6) A. L. Wright
Y			
YATES, FRED D. *a-e*..... 150 Nassau St., New York City	Fred D. Yates (1). C. W. Yates (2)	M. Prahme (5).... M. Reimer	.....
YOST ADV. AGENCY, CHARLES E. *a-e*..... Keystone Bldg., Pittsburgh, Pa.	Chas. E. Yost (1).. Chas. E. Yost, Jr. (2) A. T. Grimm (3)	C. R. Pearson (4).. Saml. Morasco (5)	Chas. E. Yost, Jr. (6) Walter Merritt (7) J. W. Malone R. W. Anderson
YOUNG ADV. AGENCY, LLOYD W..... 1740 East 12th St., Cleveland, Ohio	L. W. Young (1)..	.....	.....
YOUNG AND ASSOCIATES, R. H..... 998 Farmington Ave., West Hartford, Conn.	R. H. Young (1).. M. S. Young (3)	John Vann (5)....	R. H. Young (6)
Z			
ZEFF & ASSOCIATES, ROY D..... 664 North Michigan Ave., Chicago, Ill.	Roy D. Zeff (o)... G. Drews (3)	Wm. G. Watzous (4)	Roy D. Zeff (7) Wm. G. Watrous
ZLOWE COMPANY, THE..... 527 Fifth Ave., New York City	Irwin Zlowe (1)... Ben Blake (3)	Ben Blake (5).....	Irwin Zlowe (6)
ZIMMER-KELLER, INC. *a-e-f*..... 18th Floor, Stroh Bldg., Detroit, Mich.	W. F. Zimmer (1). R. E. Keller (2) R. E. Keller, Jr. (3)	R. E. Keller (4)... E. L. Pelletier (5)	H. R. Klein (6-8) E. L. Pelletier (7) Wendell Holmes

ADVERTISING AGENCIES OF CANADA

Names and Addresses Recognitions	President 1 Vice-President 2 Production Mgr. 3	Copy Chief 4 Art Director 5	Space Buyers 6 Account Exec. 7 Radio 8
ARDIEL ADV. AGENCY, LTD., THE *c*..... Continental Life Bldg., Toronto, Ont.* 37 James St., South, Hamilton, Ont. Colborne St., West, Oakville, Ont. 371 Bay St., Toronto, Ont.	Lorne Ardiel (1)... Robt. E. Ardiel (2) J. W. Nichols (3)	C. W. Wright (4).. W. H. Edwards (5)	W. A. Chant (7) F. H. Chisholm C. Wright J. B. O'Higgins J. R. Kirkpatrick S. P. Westaway (7-8)
ATHERTON & CURRIER, INC. *a-e-f*..... 420 Lexington Ave., New York City* 100 Adelaide St., West, Toronto, Ont.	J. W. Atherton (1). O. F. Burkart (2-m. dir.) (Toronto) A. E. Ross (3) (Toronto)	.....	Audrey Cole (6) (Toronto) Winifred Shields (8) (Toronto)
BAKER ADV. AGENCY, LTD., THE *a-c-e*..... 522 University Ave., Toronto, Ont.	W. R. Baker (1)... H. F. Baker (2) E. H. Presant (3)	W. E. Trimble (4). D. M. Battersby (5)	W. Nicholas (6) H. S. Baxter (7) K. W. Jones J. F. Horler (8)
CANADIAN ADV. AGENCY, LTD. *a-c*..... Sun Life Bldg., Montreal, Quebec 69 Yonge St., Toronto, Ont.	.....	.....	.....
COCKFIELD, BROWN & COMPANY, LTD. *a-c-e* 224 Canada Cement Bldg., Montreal, Quebec* Metropolitan Bldg., Toronto, Ont. 708-09 Electric Railway Chambers, Winnipeg, Man. Royal Bank Bldg., Vancouver, B. C.	G. W. Brown (1).. T. L. Anderson (2-m. dir.) F. W. Largent (3) (Montreal) J. Grossart (Toronto)	G. R. Allerton (4-5) (Montreal) H. J. Caverhill (Toronto) C. S. Hutchings (7) H. J. Strong W. C. Gilchrist A. D. Hughes H. W. Junkin J. M. Bingham L. F. Chitty H. W. James (Winnipeg) H. Lavender (m) C. M. Roberts J. C. Miller J. M. Pretty (Vancouver) P. M. Downes (m) King White (8) (Montreal) C. W. McQuillan (Toronto)	H. R. Conway (6) (Montreal) J. W. L. Arter (Toronto) (Montreal) (7) C. D. Dennis A. R. McGill F. W. Gross W. P. Tuttle A. E. Wright A. M. Griffith C. Nelson H. E. Kidd C. S. Waldo F. Wright S. D. Armour G. Major A. L. Whiting C. L. Smart H. King (Toronto) E. Choyce H. H. Webb F. T. Edds L. C. Powell F. P. Gill
DENNE & CO., LTD., A. J. *c*..... 90-92 King St., West, Toronto, Ont.	A. J. Denne (1)... R. O. McKeown (2) E. R. White (3)	.....	Miss L. Ryan (6) E. R. White (7) A. J. Denne (7-8) Wallace Findlay R. O. McKeown
DESBARATS ADVERTISING AGENCY, LTD.. Desbarats Bldg., 480 Lagauchetiere St., West, Montreal, Quebec	E. Desbarats (1)... D. J. Desbarats (2) E. W. Desbarats (3)	.....	J. H. Kemp (7)
ELLIS ADVERTISING AGENCY *a-f*..... Ellis Bldg., Buffalo, N. Y. 197 Bay St., Toronto, Ont.	M. F. Ellis (p).... J. R. Ellis (p)		
FINANCIAL ADV. CO. OF CANADA, LTD. *c*. 474 St. Alexis St., Montreal, Quebec 24 King St., West, Toronto, Ont.	R. E. Cox (1)..... T. L. O'Brien (2) R. A. Johnston (3)	.....	D. Jackson (6) R. A. Johnston (6-7-8) S. L. Ghent (7-8) D. Jackson (8)
FISHER COMPANY, LTD., THE JAMES *c*.... 204 Richmond St., West, Toronto, Ont.* 1253 McGill College Ave., Montreal, Quebec	Jas. Fisher (1).... G. A. Martin (2) S. G. Law (3)	S. G. Law (5).....	T. E. Rackstraw (6) A. L. Thompson (6-8) A. W. Linington (7) T. L. Blogg Albert Jarvis H. C. Mason L. E. Pickett J. T. Dutrisac D. C. Brace
GIBBONS, LTD. J. J. *c*..... 200 Bay St., Toronto, Ont.* 924 Dominion Square Bldg., Montreal, Quebec 272 Scott Block, Winnipeg, Manitoba 204 Leader Bldg., Regina, Sask. Renfrew Bldg., Calgary, Alberta Agency Bldg., Edmonton, Alberta 609 Province Bldg., Vancouver, B. C.	Mrs. J. J. Gibbons (1) H. M. Tedman (2-g.m.) R. A. Stapells (2) Harold M. Reid (Montreal) G. E. Hunter (Winnipeg)	.....	
GOURLAY ADVERTISING AGENCY, LTD.... 601-207 West Hastings St., Vancouver, B. C.	S. G. Gourlay (1).. Allen Gourlay (2)	C. Fowler (5).....	E. Morgan (6) M. J. O'Brien (7-8)
HAYHURST CO., LTD., THE F. H. *c*..... 38 King St., West, Toronto, Ont.* 1405 Peel St., Montreal, Quebec	W. P. Hayhurst (1) G. F. Hayhurst (2) E. A. Goodene (Montreal) F. J. Butler (3)	D. J. Leonard (4).	M. Kay Burritt (6) H. W. E. Pepler (7) E. S. Dean F. A. Rowlatt R. L. Schafhausen (Montreal)
HEAGERTY & ASSOCIATES, LTD., L. J. *c*.... 19 Melinda St., Toronto, Ont.	L. J. Heagerty (1). B. G. Partridge (2-3)	B. G. Partridge (4-5)	G. C. Banks (6) L. J. Heagerty (7-8)
HUOT LIMITEE, PUBLICITE J.-E. *c*..... 353 St. Nicholas St., Montreal, P. Q.	J.-E. Huot (1).... B. Giroux (2) L. E. Girard (3)	Odilas Guay (4)... A. Desmarais (5)	G. St-Denis (6) W. Piamondon (7) Andre Audet (8)
HUTCHINS ADV. CO. OF CANADA, LTD. *e*.. 330 Bay St., Toronto, Ont. *Affiliated with* Hutchins Advertising Company, Inc., Cutler Bldg., Rochester, N. Y.	M. S. Hutchins (1). F. A. Hutchins (2). John Bennett (gen. mgr.)	.....	John Bennett (7)
IMPERIAL PUBLISHING CO., LTD., THE *c*.. 612-18 Barrington St., Halifax, N. S.	E. S. Murray (1).. K. M. Murray (2)	.....	H. R. C. Hill (7)
INDUSTRIAL ADVERTISING AGENCY, LTD. 59 Spadina Ave., Toronto, Ont.	F. C. D. Wilkes (1). G. M. Smith (2)	.....	.....
KELLEY LIMITED, RUSSELL T..... 150 Main St., East, Hamilton, Ont.* 480 Lagauchetiere St., West, Montreal, P. Q. Dominion Bank Bldg., Vancouver, B. C.	R. T. Kelley (1)... H. E. Dennison (2) Alex McPherson (3)	H. E. Dennison (4)	R. C. Gordon (6) Miss Anne Draayer H. E. Dennison (7) T. H. Dear T. S. Glover H. P. Kelley H. G. Scaife (7-8)
KENYON & ECKHARDT, INC. *a*..... (Kenyon & Eckhardt, Ltd.) Sun Life Bldg., Montreal, P. Q.	Otis A. Kenyon (ch. of bd.) T. D. Brophy (1) D. Mills (ex.-2) L. Van Norman (m) C. H. Vasoll (t) J. A. Vessey (s) R. F. Degen (2) Edwin Cox C. W. MacKay (research dir.) Edw. Mante (3)	Walter Weir (4)... Paul Smith (5) Gerald Link	Jos. A. Vessey (6) Jos. P. Braun John Brew (7) F. S. Owen R. F. Degen G. W. Newsom Ralph Linder T. B. Case E. F. Martin
LOCKE, JOHNSON & CO., LTD. *c*..... 614 Harbour Commission Bldg., Toronto, Ont.	C. E. Locke (1)... Elton Johnson (2) Wm. Freeman (3)	Elton Johnson (4). H. H. Murchison (5)	J. E. Mumford (6) C. U. Hall (8)
MacLAREN ADVERTISING CO., LTD. *a-c*..... 372 Bay St., Toronto, Ont.* 900 Dominion Square Bldg., Montreal, P. Q. 224 Curry Bldg., Winnipeg, Man. Canada Life Bldg., Calgary, Alta. 305 Province Bldg., Vancouver, B. C.	J. A. MacLaren (1) I. E. Reynolds (2) E. V. Rechnitzer J. Ferres (dir. creative services) F. W. Creber (3)	J. Ferres (4-5).....	A. E. Jenner (6) C. E. Brown (7) R. B. Donald A. F. Jones W. E. C. McCauley E. V. Rechnitzer R. L. Taylor W. G. Wallace W. A. Willison C. M. Pasmore (8) M. Rosenfeld
McCANN-ERICKSON, INC. *a-c-f-h*..... 224 Canada Cement Bldg., Montreal, P. Q. Metropolitan Bldg., Toronto, Ont.	.....	.....	.....
McCONNELL, EASTMAN & CO., LTD. *a-c*.... Huron & Erie Bldg., London, Ont. Bank of Toronto Bldg., 254 Bay St., Toronto, Ont. Dominion Square Bldg., Montreal, P. Q. Confederation Life Bldg., Winnipeg, Man. Stock Exchange Bldg., Vancouver, B. C.	J. E. McConnell (1) M. Eastman (2) W. D. Moffatt H. DeMarse (3)	T. H. Yull (4)..... M. Blevins (5)	C. S. Bowie (6) K. B. Crombie (7) G. L. Dixon F. M. Lalonde R. D. Gilpin-Brown L. H. Coutts S. Griffis I. Denton M. Radelet D. M. Coutts E. Gould (8)
McKIM LIMITED, A. *a-c-e*..... Dominion Square Bldg., Montreal, P. Q.* Canada Permanent Bldg., Toronto, Ont. Electric Railway Chambers, Winnipeg, Man. Province Bldg., Vancouver, B. C. Mansfield House, 376 Strand, London, W. C. 2, England	C. T. Pearce (1)... James Baxter (2) W. T. Brace A. Richardson (3)	W. F. Casey (4)... A. Holmes (5)	W. J. McKay (6) D. L. Bassett (8)
NORRIS-PATTERSON LIMITED *a-c-e*..... 372 Bay St., Toronto, Ont.* 900 Dominion Square Bldg., Montreal, P. Q. 224 Curry Bldg., Winnipeg, Man. 305 Province Bldg., Vancouver, B. C. Canada Life Bldg., Calgary, Alta.	J. P. Patterson (1). W. E. Cox (2) C. Mayo (3)	C. J. Bell (4)..... J. Ferres (5)	A. E. Jenner (6) C. J. Bell (7) W. E. Cox B. E. Legate C. A. Mayo C. H. Remy H. Bellamy C. M. Pasmore (8) M. Rosenfeld
REYNOLDS & CO., LIMITED, E. W. *c*..... Yardley House, Toronto, Ont.	E. W. Reynolds (1) H. A. Davis (3)	John Ketter (4)... G. A. Harber (5)	Bertha R. Sellen (6) S. Walton (7) H. A. Telfer (7-8)
RICHARDSON-MacDONALD ADV. AGENCY, LTD. *c*..... 73 Richmond St., West, Toronto, Ont. 376 Craig St., West, Montreal, P. Q.	C. S. Richardson (1) A. G. Montgomery (3)	G. H. Ralph (4)... G. Birkett (5)	Miss F. Riley (6) G. H. MacDonald (7) W. F. Christie Frank Dennis (8)
RONALDS ADVERTISING AGENCY LTD. *a-c*. 701 Keefer Bldg., Montreal, P. Q.* 137 Wellington St., West, Toronto, Ont.	R. C. Ronalds (1). E. M. Putnam (2) Jack McBride (3)	Jack McBride (5)..	R. M. Gleeson (6) N. K. Vale (7) E. C. Reed C. P. Sutcliffe M. Threlfall R. G. Collier Frank J. Starr (8)
SAVARY & COMPANY..... 1 Union Bldg., Calgary, Alta.* 4 Oliver Block, Lethbridge, Alta.	A. W. Savary (1-3) G. H. McDonald(2)	.....	.....
SMITH & SON, LTD., R. C. *c*..... 80 King St., West, Toronto, Ont.	R. C. Smith (1)... A. F. Smith (2) Theo. Logie (3)	J. H. Fitzgerald (4) J. A. MacTaggart (5)	Miss P. Bawcutt (6) Miss M. Stoakley (7) G. A. Phare (8)
STANFIELD & BLAIKIE, LIMITED..... Room 523, Dominion Square Bldg., Montreal, P.Q.* Royal Bank Bldg., Vancouver, B. C.	H. F. Stanfield (1). K. Brennan (3) L. A. Whelan (s-t)	Paul Greenberg (4) K. Brennan (5)	A. Lafleche (6) H. V. Petersen (7) M. Biron (8)
STEVENSON & SCOTT, LIMITED *c*..... 1620 University Tower Bldg., Montreal, P. Q.* 100 Adelaide St., West, Toronto, Ont. 402 Pender St., West, Vancouver, B. C.	F. E. Scott (1).... H. E. Smith (2) J. A. Scanlan (3)	H. E. Smith (4-5).	J. A. Scanlan (6) A. W. Houghton (7) M. T. Young
STEWART-LOVICK, LTD. *c*..... Province Bldg., Vancouver, B. C.* Southam Bldg., Calgary, Alta.	R. E. Berry (1)... J. E. Lovick (2) J. M. Weston (3)	C. T. Proske (5)...	J. Weston (6) R. McNicol (Calgary) V. L. Stewart (7) J. E. Lovick
TANDY ADV. AGENCY, LIMITED *a-c*..... 204 Richmond St., West, Toronto, Ont.	J. P. Hamilton (1). J. A. Cooper (2)	.....	.....
THOMPSON CO., LTD., J. WALTER *c*..... 1010 St. Catherine St., West, Montreal, P. Q.	E. E. C. Jackson (2)	.....	.....
VICKERS & BENSON, LTD. *a-c*..... Keefer Bldg., Montreal, P. Q.	R. H. Vickers (1). W. J. Thistle (s-t)	.....	.....
WALLACE ADVERTISING, LIMITED *c*..... 135-136 Roy Bldg., Halifax, N. S.* 72½ Prince William St., Saint John, N. B.	F. R. Wallace (1).. C. F. Wallace (2) F. M. Beaubien (3)	F. R. Wallace (4).. W. E. DeGarthe (5)	F. M. Beaubien (6) F. R. Wallace (6-7)
WIGGINS SYSTEMS, LIMITED..... 6th Floor, Ryan Bldg., Winnipeg, Man.	C. S. Wiggins (1).. R. R. Scarlett (2) Miss Val Corbett (3)	Val Corbett (4).... Miss B. Johnson (5)	E. Fox-Decent (7)
WALSH ADVERTISING COMPANY, LTD. *a-c*. 310 Guaranty Trust Bldg., Windsor, Ont.* 1304 Concourse Bldg., Toronto, Ont.	T. E. Walsh (1)... W. G. Akins (2)	.....	.....

NATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS, INC.

Chairman of the Board—Charles H. Kellstadt, General Manager, Sears, Roebuck & Co., Cleveland, Ohio.
President—G. H. Dennison, Manager, Better Business Bureau of Pittsburgh, 1921 Oliver Bldg.
Vice-President—Mr. Hugh Smith, Manager, Better Business Bureau of Philadelphia, 1601 Chestnut St.
Treasurer—Victor H. Nyborg, General Manager, Cincinnati Better Business Bureau, Cincinnati, Ohio.

ARIZONA

Phoenix—Better Business Bureau of Maricopa County, 727 Heard Bldg.

CALIFORNIA

Long Beach—Better Business Bureau of Long Beach, 1211 Heartwell Bldg., M. E. Ridenour, Mgr.
Los Angeles—Better Business Bureau of Los Angeles, Ltd., 1010 Lincoln Bldg., Robert J. Bauer, Gen. Mgr.
Oakland—Better Business Bureau of Oakland, Inc., 810 Tribune Tower, Elmer J. Hertel, Mgr.
Sacramento—Better Business Bureau of Sacramento, 1005 J St., W. R. Odom, Mgr.
San Diego—Better Business Bureau of San Diego, 402 Southern Title Bldg., Charles Gurley, Mgr.
San Francisco—Better Business Bureau of San Francisco, 15 Stockton St., Mrs. M. N. Tsvetkoff (Mrs. McConaha).
San Jose—Better Business Bureau of San Jose, 47-48 Porter Bldg., Harry Knox.
Santa Ana—Business Men's Assn. of Santa Ana, 514½ N. Main St., Phil M. Brown.
Stockton—Better Business Bureau of Stockton, Inc., 314 E. Main St., Bert Lewis.
Bakersfield—Better Business Division, Chamber of Commerce, 1701 Chester Ave., Olcese Kramer, Mgr.

CONNECTICUT

Bridgeport—Better Business Division, Bridgeport Chamber of Commerce, Stratfield Hotel.
Hartford—Hartford Better Business Bureau, Inc., 190 Trumbull St., Marshall A. Mott, Mgr.

DISTRICT OF COLUMBIA

Washington — Better Business Bureau of Washington, D. C., 534 Evening Star Bldg., Claude H. Woodward, Dir.

FLORIDA

Jacksonville—Better Business Division, Jacksonville Chamber of Commerce, O. M. Avison, Sec.
Miami—Better Business Division of Miami Chamber of Commerce, 130 Shoreland Arcade, William W. Dohany, Mgr.

GEORGIA

Atlanta—Better Business Bureau of Atlanta, Chamber of Commerce Bldg., H. G. Mitchell, Mgr.

ILLINOIS

Chicago—Chicago Better Business Bureau, Inc., 7 S. Dearborn St., Kenneth Barnard.
Peoria—Better Business Bureau of Peoria, Inc., 906 Lehmann Bldg., W., Dan Bell.

INDIANA

Fort Wayne—Fort Wayne Better Business Bureau, Inc., 1025 Lincoln Bank Tower, H. C. Dart, Mgr.
Indianapolis—Indianapolis Better Business Bureau, Inc., 930 Lemcke Bldg., T. M. Overley, Sec. & Mgr.
South Bend—Better Business Div., Assn. of Commerce, 107 N. Main St., J. W. Barr.
Terre Haute—Better Business Division, Chamber of Commerce, Homer V. Winn, Exec. Vice-President.

IOWA

Des Moines—Better Business Bureau of Des Moines, Inc., 512 Iowa-Des Moines National Bank Bldg., George W. MacDonald.

KANSAS

Wichita—Business Protective Bureau, Chamber of Commerce, Ralph S. Hinman.

LOUISIANA

New Orleans—Better Business Bureau of New Orleans, 615 Audubon Bldg., 927 Canal St., Fred I. Meyers, Mgr.

MAINE

Portland—Better Business Bureau, Chamber of Commerce, E. E. Armstrong, Mgr.

MARYLAND

Baltimore—Better Business Bureau of Baltimore, 602 Professional Bldg., Dwight Holmes, Gen. Mgr.

MASSACHUSETTS

Boston—Boston Better Business Bureau, Inc., 52 Chauncey St., E. W. Gallagher.
Springfield—Springfield Better Business Bureau, 1421 Main St., Room 510. Albert Johnson, Mgr.
Worcester—Better Business Committee, Chamber of Commerce.

MICHIGAN

Detroit—Better Business Bureau of Detroit, Inc., 819 Transportation Bldg., Homer I. McEldowney, Mgr.
Grand Rapids—Better Business Div., Grand Rapids Assn. of Commerce, Gale L. Fox.

MINNESOTA

Minneapolis—Better Business Bureau of Minneapolis, 210 Builders Exchange, C. W. Shirk, Mgr.

MISSOURI

Saint Louis—Better Business Bureau of St. Louis, 373 Arcade Bldg., Harry W. Riehl, Mgr.
Springfield—Better Business Bureau of Springfield, 328-30 Landers Bldg., George D. Bender, Gen. Mgr.

NEBRASKA

Lincoln—Better Business Bureau of Lincoln, 309-10 Richards Block, Viola L. Erickson, Gen. Mgr.
Omaha—Better Business Bureau of Omaha, Inc., Redick Tower, 15th & Harvey Sts., Ed. Kanitz, Mgr.

NEW JERSEY

Atlantic City—Better Business Div., Chamber of Commerce of Atlantic City, 2306-8 Pacific Ave., F. W. Amstutz, Exec. Secy.
Camden—Better Business Division, Camden County Chamber of Commerce, Mr. Francis J. Hill, Exec. Secy.

NEW YORK

Buffalo—Buffalo Better Business Bureau, Inc., 514-16 Ellicott Sq., Gordon E. Smith, Gen. Mgr.
Ithaca—Better Business Div., Ithaca Chamber of Commerce, 211 E. Seneca St., Ralph C. Smith.
New York—National Better Business Bureau, Inc., Chrysler Bldg., 405 Lexington Ave., Edward L. Greene, Mgr.
New York—Better Business Bureau of New York City, 280 Broadway, H. J. Kenner.
North Tonawanda—Business & Civic Assn. of The Tonawandas, 9 Niagara Power Bldg., George H. Markham, Secy.
Rochester—Better Business Bureau of Rochester, Inc., 1423 Lincoln Alliance Bank Bldg., F. M. Willson, Mgr.
Schenectady—Better Business Bureau of Schenectady, 246 State St., Malcolm Wilson, Mgr.
Syracuse—Better Business Bureau of Syracuse, Inc., Chamber of Commerce Bldg., Stephen P. Toadvine, Mgr.
Utica—Better Business Bureau of Utica, 8 Elizabeth St., W. B. Garver, Mgr.

NORTH CAROLINA

Winston-Salem — Better Business Division, Chamber of Commerce, Harry J. Kruss, Secy.

OHIO

Akron—Better Business Bureau of Akron, Inc., 608 Municipal Bldg., O. A. Porter.
Cincinnati—Cincinnati Better Business Bureau, Inc., 715 Chamber of Commerce Bldg., Victor H. Nyborg, Gen. Mgr.
Cleveland—Cleveland Better Business Bureau, Inc., 212 Cuyahoga Bldg., William M. Farrar, Gen. Mgr.
Columbus—Columbus Better Business Bureau, Inc., 35 E. Gay St., Homer E. Frye.
Dayton—Dayton Better Business Bureau, 204-6 Keith Bldg., Emmett J. Jackson.
Hamilton—Better Business Division Hamilton Merchants Association, Inc., Donald L. Mitchell, Mgr.
Lima—Better Business Bureau, Inc., 15th Floor, Cook Tower, L. W. Mannon, Secy.
Toledo—Toledo Better Business Bureau, 510 Huron Bldg., Robert H. Cromwell, Mgr.
Youngstown—Better Business Bureau, 1203 Union National Bank Bldg., Lew M. Muehlbauer, Mgr.

OKLAHOMA

Oklahoma City—Better Business Bureau of Oklahoma City, 823 Hightower Bldg., Clyde N. Kemery, Mgr.
Tulsa—Better Business Bureau of Tulsa, Inc., 508 Tulsa Bldg., Edward T. Wigg, Mgr.

PENNSYLVANIA

Philadelphia—Better Business Bureau of Philadelphia, 1601 Chestnut St., Hugh Smith, Mgr.
Pittsburgh—Better Business Bureau of Pittsburgh, 1921 Oliver Bldg., George H. Dennison, Mgr.
Scranton—Scranton Better Business Bureau, 415 Chamber of Commerce Bldg., Thomas F. Leahy, Mgr.

RHODE ISLAND

Providence — Better Business Bureau of Providence, 58 Weybosset St., George H. Miller, Mgr.

TEXAS

Amarillo—Better Business Bureau of Amarillo, Inc., 517 Amarillo Bldg., Gordon K. Morrison, Mgr. Dir.
Dallas—Better Business Bureau of Dallas, Inc., 1305 Commerce St., William Collier, Exec. Vice-Pres.
Fort Worth—Better Business Bureau of Fort Worth, 1204 Burk Burnett Bldg., J. L. Pritchett, Mgr.
Houston—Better Business Bureau of Houston, 1210 Texas Ave., C. E. Buehner, Exec. Vice-Pres.
San Antonio—City of San Antonio Vigilance Committee, 809-10 Morris Plan Bank Bldg., T. J. Turner, Secy.

VIRGINIA

Richmond—Virginia Better Business Bureau, Central National Bank Bldg., C. V. Werne.
Roanoke — Better Business Bureau of Roanoke, Inc., 1202 Colonial American National Bank Bldg., Frank J. Shererz.

WASHINGTON

Spokane—Better Business Bureau of Spokane, Inc., 725 First Ave., Frank J. Zeorlin.
Tacoma—Tacoma Better Business Bureau, Inc., 520 Washington Bldg., Walter West.

WEST VIRGINIA

Huntington—Better Business Bureau of Huntington, 704 Fourth Ave., J. L. Patterson.
Wheeling—Better Business Division, Ohio Valley Board of Trade, F. Leslie Body, Mgr.

WISCONSIN

Milwaukee—Better Business Bureau of Milwaukee, 710 N. Plankinton Ave., Richard Jordan, Gen. Mgr.

CANADA

Vancouver, B. C.—Better Business Bureau of Vancouver, Hall Bldg., 789 W. Pender St., W. L. Templeton, Mgr.
Winnipeg, Manitoba—Winnipeg Better Business Bureau, 613 Confederation Life Bldg., A. E. Godsmark.
Toronto, Ontario—Toronto Better Business Bureau, 350 Bay St., A. R. Haskell.
Montreal, P. Q.—Better Business Bureau of Montreal, Inc., 220 University Tower, Claude Root, Mgr.

CANADIAN NEWSPAPER RADIO AFFILIATIONS

(*Continued from page* 149)

CANADA

ALBERTA

CFAC, Calgary (Calgary Herald), owned by South Western Publishers, Ltd. Operated by Taylor, Pearson & Carson Broadcasting Co., Ltd., 1,000 watts, 960 kilocycles. Full time. A. M. Cairns, mgr. (AP).

CJCJ, Calgary, Albertan Publishers, Ltd., 100 watts, 1,230 kilocycles. J. E. Gerke, mgr.

GJCA, Edmonton, Northwestern Pub., Ltd., 1,000 watts, 930 kilocycles. Full time. Gordon S. Henry, mgr. (AP).

BRITISH COLUMBIA

CFJC, Kamloops, Kamloops Sentinel, Ltd., 1,000 watts, 910 kilocycles. Full time. D. Homersham, mgr.

CKLN, Nelson, Nelson Daily News, 100 watts, 1,240 kilocycles. Hume A. Lethbridge, mgr.

CJAT, Trail, Kootenay Broadcasting Co., Ltd. (Trail Daily News), 1,000 watts, 610 kilocycles. Full time. A. H. Nicholl, mgr.

CKMO, Vancouver, British Columbia Broadcasting System, Ltd., 100 watts, 1,410 kilocycles. W. R. Gardner, mgr. (UP).

NEW BRUNSWICK

CKCW, Moncton, Moncton Broadcasting Co., Ltd. (Moncton Transcript & Times), 250 watts, 1,400 kilocycles. F. A. Lynds, mgr. (TP) (UP).

CHSJ, Saint John, New Brunswick Broadcasting Co., Ltd. (Saint John Telegraph-Journal & Times-Globe), 1,000 watts, 1,150 kilocycles. (AP) (TP)

NOVA SCOTIA

CHNS, Halifax, Maritime Broadcasting Co., Ltd. (Halifax Herald), 1,000 watts, 960 kilocycles. William C. Borrett, dir. (AP) (TP) (UP).

ONTARIO

CFRC, Kingston, Queens University operated by Queens University and Kingston Whig Standard, 100 watts, 1,490 kilocycles. Full time. Jack Davidson, mgr.

CJKL, Kirkland Lake, Northern Broadcasting & Publishing Ltd. (Timmins Press), 1,000 watts, 560 kilocycles. Full time. J. K. Cooke, gen. mgr. (AP) (TP).

CFPL, London, London Free Press, 1,000 watts, 1,570 kilocycles. Full time. Charles Thomas, gen. mgr.

CFCH, North Bay, Northern Broadcasting & Publishing, Ltd. (Timmins Press), 100 watts, 1,230 kilocycles. Full time. J. K. Cooke, gen. mgr. (AP) (TP).

CFLC, Prescott, Radio Assn. of Prescott, Ontario (Ogdensburg Journal), 100 watts, 1,450 kilocycles. Unlimited time. (AP).

CKSO, Sudbury, Sudbury Star, 1,000 watts, 790 kilocycles. Full time. W. J. Woodill, mgr. (TP) (UP).

CKGB, Timmins, Northern Broadcasting & Publishing, Ltd. (Timmins Press), 1,000 watts, 1,470 kilocycles. Full time. Jack K. Cooke, gen. mgr. (AP) (TP).

QUEBEC

CHLP, Montreal, La Patrie, 250 watts, 1,490 kilocycles. Full time. Marcel Lefebvre, dir. (UP).

CKAC, Montreal, La Compagnie De Publications De La Press, Ltee., 5,000 watts, 730 kilocycles. Phil Lalonde, dir. (UP).

CHLT, Sherbrooke, La Tribune, Ltee., 250 watts, 1,240 kilocycles. Full time. A. Gauthier, mgr. (AP).

CHLN, Three Rivers, Le Nouvelliste, 100 watts, 1,450 kilocycles. Full time. Leon Trepanier, sta. dir. (AP).

SASKATCHEWAN

CKCK, Regina, Leader-Post, Ltd., 1,000 watts, 620 kilocycles. Harold Crittenden, mgr. (BUP) (AP).

According to the Federal Communications Commission, newspaper ownership in radio stations is classified as follows: A-1, Licensee is a newspaper; A-2, 50% or more of the stock of licensee is owned by a newspaper; A-3, More than 50% of the stock of licensee is owned by a combination of the interests of the newspaper and of executives, stockholders or employes of the same newspaper; A-4, 50% or more of the stock of licensee is owned by executives, stockholders, or employes of a newspaper; B-1, Less than 50% of the stock of licensee is owned by the newspaper or by a combination of the interests of the newspaper and of executives, stockholders and employes of the same newspaper; B-2, Less than 50% of the stock of licensee is held by executives, stockholders or employes of a newspaper, and none by the newspaper.

Listing includes, in the following order: Station call letters, city in which studio is located, name of paper, power, kilocycle channel, operating time, name of manager and subscription to a commercial press service. The four services offering news for sale to stations are Associated Press (AP), United Press (UP), International News Service (INS), and Transradio Press Service (TP).

CITY, RETAIL, ALL OTHER TOTAL AND BULK CIRCULATIONS AS SHOWN BY A. B. C. REPORTS

(*Continued from page* 140)

QUEBEC

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Grand'Mere	Le Laurentien	(w)	785	1,249	2,034	267	2,301	..
Louiseville	Le Reveil	(w)	221	979	1,200	57	1,257	..
Montreal	Photo-Journal	(j)	26,950	3,667	30,617	21,288	51,905	..
	Standard	(w)	(International distribution)				149,265	..
Shawinigan Falls	Lew Chutes	(w)	1,877	980	2,857	119	2,976	..

FOREIGN LANGUAGE NEWSPAPERS

CALIFORNIA

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Los Angeles	La Opinion	(m)	(Statement not received)					
	Sunday edition	(S)	....	....	....	....	....	..

ILLINOIS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Chicago	*Abendpost-Sonntagpost*	(e)	7,610	1,042	8,652	2,328	10,980	5
	Sunday edition	(S)	8,851	1,267	10,118	1,273	11,391	7
	Jewish Forward	(m)	12,356	282	12,638	12,691	25,329	..
	Sunday edition	(S)	13,532	335	13,867	16,245	30,112	..
	Polish Zgoda	(x)	17,280	2,961	20,241	3,577	23,818	..
	Saturday edition	(y)	19,212	3,283	22,495	5,421	27,916	..
	Svenska Amerikanaren Tribunen	(j)	....	....	....	....	52,194	..

NEW HAMPSHIRE

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Manchester	*L'Avenir National*	(e)	1,648	164	1,812	258	2,070	10

NEW YORK

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
Brooklyn	Jewish Examiner	(f)	(Release delayed because of non-compliance with bylaws and rules.					
	Nordisk Tidende	(j)	....	....	....	....	13,509	..
	Aufbau Corriere D'America	(m)	11,168	2,476	13,644	4,726	18,370	..
	Sunday edition	(S)	9,081	2,618	11,699	4,696	16,395	..
	Jewish Day	(x)	30,809	3,325	34,134	16,528	50,662	..
	Saturday edition	(y)	33,245	3,612	36,857	17,670	54,527	..
	Sunday edition	(S)	33,652	3,712	37,364	17,827	55,191	..
	Il Progresso Italo Americano	(m)	20,117	8,110	28,227	17,343	45,570	..
	Sunday edition	(S)	21,216	8,412	29,628	20,459	50,087	..
	Jewish Forward	(x)	60,587	6,915	67,502	32,573	100,075	..
	Saturday edition	(k)	81,927	7,861	89,788	37,108	126,896	..
	Sunday edition	(S)	71,224	8,200	79,424	41,625	121,049	..
	Jewish Journal & Daily News	(m)	49,071	2,984	52,055	14,069	66,124	..
	Sunday edition	(S)	46,814	2,965	49,779	14,286	64,065	..
	La Prensa	(m)	10,393	1,037	11,430	2,245	13,675	..
	Nowy Swiat	(m)	8,191	4,689	12,880	7,715	20,595	..
	Sunday edition	(S)	4,724	3,208	7,932	2,376	10,308	..
	Staats-Zeitung Und Herald	(m)	22,690	6,652	29,342	3,019	32,361	..
	Sunday edition	(S)	30,260	11,331	41,591	7,021	48,612	..

TEXAS

City	Newspaper	Published	City Zone	Retail Trading Zone	City and Retail Zone	All Others	Total Net Paid	Bulk Sale
San Antonio	La Prensa*	(l)	(Statement not received)					
	Saturday edition	(k)	....	....	....	....	....	..
	Sunday edition	(S)	....	....	....	....	....	..

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS

Prepared by CURTIS D. MacDOUGALL, Ph. D.

AMERICAN JOURNALISM

HISTORIES, GENERAL AND SPECIALIZED

Author	Title	Publisher
† Out of Print.		
Bessie, Simon M.	Jazz Journalism	Dutton
Bleyer, W. G.	Main Currents	Houghton Mifflin
Ford, Edwin H.	History of Journalism in the U. S. (bibliography)	Burgess
Gramling, Oliver	AP. The Story of News	Farrar-Rinehart
Lee, Alfred M.	Daily Newspaper in America	Macmillan
Lee, James M.	History of Amer. Journalism	Houghton Mifflin
Mott, Frank L.	American Journalism	Macmillan
Rosewater, Victor	History of Cooperative News Gathering in the U. S.	Appleton-Century
Watson, Elmo S.	History of Newspaper Syndicates, 1865-1935	Publishers Aux.
Wilkerson, M. M.	Public Opinion and the Spanish-American War	La. State Univ.
Wisan, J. E.	The Cuban Crisis as Reflected in the New York Press	Columbia Univ.

HISTORIES OF INDIVIDUAL NEWSPAPERS

Acheson, Sam	35,000 Days in Texas	Macmillan
†Andrews, J. Cutler	Pittsburgh Post-Gazette	Chapman-Grimes
†Bachr, Harry W., Jr.	N. Y. Tribune Since the Civil War	Dodd-Mead
Bankson, R. A.	The Klondike Nugget	Caxton
Barrett, James W.	Joseph Pulitzer and His World	Vanguard
†Chamberlain, J. E.	The Boston Transcript	Houghton Mifflin
†Davis, Elmer	History of the N. Y. Times	N. Y. Times
†Heaton, J. L.	Story of a Page (N. Y. World)	Harper
†Hooker, Richard	The Story of an Independene Newspaper—the Springfield Republican	Macmillan
Lee, J. M.	The Oldest Daily Newspaper, the Globe	Comm. Advr. Assn.
Leonard, J. N.	The Tragedy of Henry Ford (Dearborn Independent)	Putnam
†Nevins, Allan	The Evening Post	Boni-Liveright
†O'Brien, Frank	The Story of the Sun	Doran
*Shaw, Archer H.	The Plain Dealer	Knopf
Sun Staff Members	The Sunpapers of Baltimore	Knopf

BIOGRAPHY AND AUTOBIOGRAPHY

Ameringer, Oscar	If You Don't Weaken	Holt
Benson, Ivan	Mark Twain's Western Years	Stanford Univ.
†Blythe, S. G.	Making of a Newspaper Man	Platt-Munk
†Bok, Edward W.	Americanisation of Edward Bok	Scribner
†Britt, George	Forty Years, Forty Millions (Frank A. Munsey)	Farrar-Rinehart
†Carlson, Oliver	Brisbane	Stackpole
Carlson, O. and Bates, E. S.	Hearst, Lord of San Simeon	Viking
Chamberlin, W. H.	Confessions of an Individualist	Macmillan
†Chapin, Charles	Charles Chapin's Story	Putnam
Clemens, Cyril	Petroleum V. Nasby	Mark Twain Soc.
Clough, F. C.	William Allen White	McGraw-Hill
Cobb, Irvin S.	Exit Laughing	Bobbs-Merrill
†Cochran, N. D.	E. W. Scripps	Harcourt-Brace
Cortissos, Royal	Life of Whitelaw Reid	Scribner
Daniels, Josephus	Tar Heel Editor	U. of No. Car.
Davis, R. H. and Maurice, Arthur B.	The Caliph of Bagdad (O. Henry)	Appleton-Century
†Dennis, Charles H.	Eugene Field's Creative Years	Doubleday
Dennis, Charles H.	Victor Lawson	Univ. of Chicago
Downey, Fairfax	Richard Harding Davis	Scribner
Drewry, J. E.	Post Biographies of Famous Journalists	U. of Ga.
Driscoll, Charles B.	The Life of O. O. McIntyre	Greystone
†Dunbar, Elizabeth	Talcott Williams	Stechert
Elfer, Maurice	Ople Read	Boyton Miller
Ellis, Elmer	Mr. Dooley's America	Knopf
Fahrney, Richard R.	Horace Greeley and the Tribune in the Civil War	Torch
Fine, Barnett	A Giant of the Press (Carr Van Anda)	Ed. & Publisher
Fowler, Gene	Timber Line (Denver Post)	Garden City
Franklin, Benjamin	Autobiography	(many editions)
†Gardner, Gilson	Lusty Scripps	Vanguard
†Garrison, W. P.	William Lloyd Garrison	Century
†Gilbert, Douglas	Floyd Gibbons	McBride
†Godwin, Parke	William Cullen Bryant	Appleton-Century
†Harris, Joel C.	Henry W. Grady	Cassell
Heaton, J. L.	Cobb of the World	Dutton
†Howe, E. W.	Plain People	Dodd-Mead
Ireland, Alleyne	An Adventure With a Genius (Joseph Pulitzer)	Dutton
Kansas City Star Staff	William Rockhill Nelson	Riverside
Koenigsberg, M.	King News	Stokes
Linn, James W.	James Keeley	Bobbs-Merrill
†Lundberg, Ferdinand	Imperial Hearst	Equinox
McKelway, St. Clair	Gossip Life and Times of Walter Winchell	Viking
McRae, M. A.	Forty Years in Newspaperdom	McCann
Marcosson, I. F.	David Graham Phillips	Dodd-Mead
Maverick, Augustus	Henry J. Raymond	A. S. Hale
Mencken, H. L.	Newspaper Days	Knopf
†Merriam, G. S.	Life and Times of Samuel Bowles	Century
†Mitchell, Edward P.	Memoirs of an Editor	Scribner
Neuman, F. D.	Irvin S. Cobb	Rodale
†Nye, Bill	My Own Life Story	Century
†Ogden, Rollo	Edwin Lawrence Godkin	Macmillan
Older, Fremont	My Own Story	Macmillan
Older, Mrs. Fremont	William Randolph Hearst	Appleton-Century
Read, Opie	I Remember	R. S. Smith
Rich, Everett	William Allen White	Farrar-Rinehart
Rogers, Betty	Will Rogers	Bobbs-Merrill
†Schurz, Carl	Reminiscences	McClure
†Seitz, Don	Horace Greeley	Bobbs-Merrill
†Seitz, Don	The James Gordon Bennetts	Bobbs-Merrill
†Seitz, Don	Joseph Pulitzer	Simon-Schuster
†Smythe, J. H.	The Amazing Ben. Franklin	Stokes
†Stackpole, E. J.	Behind the Scenes With a Newspaper Man	Lippincott
Steffens, Lincoln	Autobiography	Harcourt-Brace
†Stone, Candace	Dana and the N. Y. Sun	Dodd-Mead
†Stone, Melville E.	Fifty Years a Journalist	Doubleday-Page
†Sullivan, Mark	The Education of an American	Doubleday-Doran
Villard, O. G.	Fighting Years	Harcourt-Brace

BIOGRAPHY AND AUTOBIOGRAPHY—Cont'd

Author	Title	Publisher
Ware, Louise	Jacob A. Riis	Appleton-Century
†Watterson, Henry	Marse Henry	Doran
†Weed, Harriet (editor)	Thurlow Weed	Houghton Mifflin
Wells, Evelyn	Fremont Older	Appleton-Century
Williams, W. W.	The Quiet Lodger of Irving Place (O. Henry)	Dutton
Williamson, S. T.	Frank Gannett	Duell, Sloan, Pearce

EDITORIAL DEPARTMENT TECHNIQUE

REPORTING AND WRITING NEWS

Bleyer, W. G.	Newspaper Writing and Editing	Houghton Mifflin
Bush, Chilton R.	Newspaper Reporting of Public Affairs	Appleton-Century
†Corbin, Charles	Why News is News	Ronald
Johnson, Gerald W.	What is News	Crofts
*Johnson, Stanley and Harris, Julian	The Complete Reporter	Macmillan
MacDougall, C. D.	Interpretative Reporting	Macmillan
Neal, Robert M.	News Gathering and News Writing	Prentice-Hall
Porter, P. W. and Luxon, N. N.	The Reporter and the News	Appleton-Century
Warren, Carl	Modern News Reporting	Harper

COLLECTIONS OF NEWS STORIES

Berger, Meyer	The Eight Million	Simon-Schuster
Bleyer, W. G.	Types of News Writing	Houghton Mifflin
Boynton, H. W.	Journalism and Literature	Houghton Mifflin
Brewer, J. M. and Gliddeden, C. H. (editor)	Newspaper Stories for Group Guidance	Inor
Cunliffe, J. W. and Lomer, G. R.	Writing of Today	Century
Greene, Laurence	America Goes to Press	Bobbs-Merrill
†Harrington, H. F.	Typical Newspaper Stories	Ginn
Mitchell, Joseph	My Ears Are Bent	Sheridan House
Mott, F. L. (editor)	Headlining America	Dryden

COPYREADING, HEADLINES, MAKEUP, EDITING

Allen, John E.	The Modern Newspaper	Harper
†Allen, John E.	Newspaper Makeup	Harper
Bastian, G. C. and Case, Leland D.	Editing the Day's News	Macmillan
Eldesheim, Juliep	Editor at Work	Farrar-Rinehart
Garst, R. E. and Bernstein, T. M.	Headlines and Deadlines	Columbia Univ.
Harrington, H. F. and Wolseley, R. E.	The Copyreader's Workshop	Heath
Hunt, Lewis	Displaying the News	Harper
Hyde, Grant M.	Newspaper Handbook	Appleton-Century
Hyde, Grant M.	Newspaper Editing	Appleton
MacNeil, Neil	Without Fear or Favor	Harcourt-Brace
Neal, R. M.	Editing the Small City Daily	Prentice-Hall
Neal, Robert M.	Newspaper Desk Work	Appleton
Opdycke, John B.	Don't Say It	Funk-Wagnalls
Opdyke, J. B.	Get It Right	Funk-Wagnalls
*Radder, Norman J. and Stempel, John	Newspaper Editing, Makeup and Headlines	McGraw-Hill
†Sorrells, J. H.	The Working Press	Ronald
Straumann, Heinrich	Newspaper Headlines	Allen-Unwin
Sweet, Fred A.	Handbook for Writers, Editors and Typists	Dutton

FEATURE AND SPECIAL WRITING

Arid, Ben	Putting "It" in the Column	De Vorss
Bleyer, W. G.	How to Write Special Feature Articles	Houghton Mifflin
Davis, Hallam W.	The Column	Crofts
Gallico, Paul	Farewell to Sports	Knopf
Gard, Wayne	Book Reviewing	Crofts
Geist, J. L. and Garrette, M. T.	Prose Projects	Crofts
Harrington, H. F. and Watson, Elmo S.	Modern Feature Writing	Harper
†Jones, Llewellyn	How to Criticise Books	Norton
Lieder, Paul R. and Withington, Robert	The Art of Literary Criticism	Appleton-Century
Murphy, L. W.	Sport Writing of Today	Service
Patterson, Helen M.	Writing and Selling Special Articles	Prentice-Hall
Reed, Perley I.	Writing Journalistic Features	McGraw-Hill
Smith, Henry J.	It's The Way It's Written	Chi. Daily News
Smith, S. S.	The Craft of the Critic	Crowell
Thompson, Oscar	Practical Musical Criticism	Whitmark

EDITORIAL COLLETIONS AND TECHNIQUE

†Bennett, I. E.	Editorials from the Washington Post, 1917-1920	Wash. Post
Brisbane, Arthur	Editorials from the Hearst Newspapers	International
Bush, Chilton R.	Editorial Thinking and Writing	Appleton
Fitzgibbon, R. H. (ed.)	Forty Years on Main Street (William Allen White)	Farrar-Rinehart
Flint, L. N.	The Editorial	Appleton
†Hearn, Lafcadio	Editorials	Houghton-Mifflin
Holloway, E. and Schwarz, V.	I Sit and Look Out (Walt Whitman)	Columbia Univ.
†Krock, Arthur	Editorials of Henry Watterson	Doran
Mabin, Helen O. (ed.)	The Editor and His People (William Allen White)	Macmillan
Matthes, F. T.	Casual Essays of the N. Y. Sun	Cooke
Mers, Charles (ed.)	Days of Decision (N. Y. Times)	Doubleday-Doran
†Nevins, Allan	American Press Opinion	Heath
*Perkins, Howard C.	Northern Editorials on Secession	Appleton-Century
Spencer, M. L.	Editorial Writing	Houghton Mifflin

CARTOONS AND CARTOONISTS

Low, David	A Cartoon History of Our Times	Simon-Schuster
Low, David	Ye Madde Designer	Studio
†McDougall, Walt	This is the Life	Knopf
Murrell, William	A History of American Graphic Humor, 1865-1938	Macmillan
Musial, Joe	Popeye's How to Draw Cartoons	McKay
*Sheridan, Martin S.	Comics and Their Creators	Hale Cushman-Flint
Young, Art	Art Young, His Life and Times	Sheridan

PHOTOGRAPHY

Author	Title	Publisher
†Carnes, Cecil	Jimmy Hare, News Photographer	Macmillan
Eskelson, A. J.	Get That Picture	Natl. Library
Featherstonhaugh, Duane	Press Photography With the Miniature Camera	Amer. Photo
Henney, Keith and Dudley, Beverley	Handbook of Photography	McGraw-Hill
Keppler, Victor	The Eighth Art, a Life of Color Photography	Morrow
Kinkaid, J.	Press Photography	American Photo
Mack, Julian and Martin, Miles	The Photographic Process	McGraw-Hill
Mason, E. F. and Pope, Vernon	News Illustration	Iowa City
*Morgan, W. D. and Lester, H. M. (ed.)	Graphic Graflex Photography	Morgan-Lester
Morgan, W. D. and Lester, H. M. (eds.)	Leica Manual	Morgan-Lester
†Price, Jack	News Photography	Industries
Price, Jack	News Pictures	American Photo
Schuster, M. L.	Eyes on the World	Simon-Schuster
Stern, Philip V.	The Breathless Moment the World's Most Sensational News Photos	Knopf
Taft, Robert	Photography and the American Scene	Macmillan
Vitray, Laura, Mills, John, Jr., and Ellard, Roscoe B.	Pictorial Journalism	McGraw-Hill

NEWSPAPER LIBRARIES

†Desmond, Robert W.	Newspaper Reference Methods	U. of Minnesota
*Friedman, Harry A.	Newspaper Indexing	Marquette Univ.
Weeks, Bertha M.	How to File and Index	Ronald

BUSINESS & MECHANICAL DEPARTMENT

NEWSPAPER MAKING

†Brown, Buford O.	Problems of Newspaper Publishing	Harper
Floberty, John J.	Your Daily Paper	Lippincott
Hungerford, Herbert	How Publishers Win	Ransdell
Pollard, J. E.	Principles of Newspaper Management	McGraw-Hill
Thayer, Frank	Newspaper Management	Appleton-Century

CIRCULATION AND PROMOTION

Allen, Charles L.	Free Circulation	La. State U. Press
Barnhart, Thomas F.	Newspaper Sales Promotion	Burgess
*Dyar, Ralph E.	Newspaper Promotion and Research	Harper
†Scott, W. R.	Scientific Circulation Management	Ronald
Smith, Lloyd	The Paper Route	Burton

ACCOUNTING

VanBenthuysen, A. S.	Newspaper Organization and Accounting	Prentice-Hall

PRINTING AND ENGRAVING

Allen, Charles L.	The Journalist's Manual of Printing	Ronald
Allen, Eric W.	Printing for the Journalist	Crofts
Cartwright, H. M.	Photogravure	Amer. Photo.
DeVinne, T. L.	Plain Printing Types	Oswald
†Fuhrmann, O. W.	The 500th Anniversary of the Invention of Printing	Duschnes
Goggin, Joseph D.	Manual of Stereotyping	Author, Chicago
Isaacs, George A.	The Story of the Newspaper Printing Press	Cooperativpe
*Jackson, Hartley E.	Newspaper Topography	Stanford Univ.
McMurtrie, D. C.	A History of Printing in the U. S.	Bowker
Olson, Kenneth E.	Typography and Mechanics of the Newspaper	Appleton-Century
†Oswald, John C.	Printing in the Americas	Gregg
Portmann, V. R.	Manual of Typography	U. of Kentucky
Pottinger, David	Printers and Printing	Harvard Univ.
Winship, G. P.	Gutenberg to Plantin	Harvard Univ.
Wroth, L. C. (editor)	A History of the Printed Book	Yale Univ.

ADVERTISING

HISTORY AND BIOGRAPHY

Appel, Joseph H.	Growing Up With Advertising	Business Bourse
Fletcher, F. I.	Lucid Interval	Harper
Hopkins, C. C.	My Life in Advertising	Harper
Hower, Ralph M.	History of an Advertising Agency	Harvard Univ.
James, Alden (editor)	Careers in Advertising	Macmillan
†Presbrey, Frank	History and Development of Advertising	Doubleday-Doran

ART AND LAYOUT

deLopatecki, Eugene	Typographer's Desk Manual	Ronald
Dwiggins, W.	Layout in Advertising	Harper
Gardner, James and Sharpe, Leonard	Drawing for Advertising	Macmillan
Greer, Carl R.	Advertising and Its Mechanical Production	Tudor
Stanley, Thomas B.	The Technique of Advertising Production	Prentice-Hall
†Young, F. H.	Modern Advertising Art	Covici-Friede

COPY

Advt. Research Found.	Copy Testing	Ronald
Bedell, Clyde	How to Write Advertising That Sells	McGraw-Hill
Burt, F. Allen	Successful Advertisements and How to Write Them	Harper
†Durstine, R. S.	Making Advertisements	Scribner
Firth, L. E.	Testing Advertisements	McGraw-Hill
Goode, Kenneth	How to Write Advertisements	Longmans Green
Hall, S. Roland	The Advertising Handbook	McGraw-Hill

A SELECTIVE BIBLIOGRAPHY ON JOURNALISTIC SUBJECTS—Continued

COPY—Cont'd

Author	Title	Publisher
Hepner, H. W.	Effective Advertising	McGraw-Hill
Hotchkiss, G. B.	Advertising Copy	Harper
Howard, Kenneth S.	How to Write Advertisements	McGraw-Hill
Starch, Daniel	300 Effective Advertisements	Author, New York
†Surrey, Richard	Copy Technique in Advertising	McGraw-Hill
Wheeler, Elmer	Tested Selling Sentences	Murphy

CLASSIFIED

McDonald, Morton J. A.	Getting and Keeping Classified Advertising	Prentice-Hall

PSYCHOLOGY

Burtt, Harold E.	Psychology of Advertising	Houghton Mifflin
Gundlach, E. T.	Facts and Fetiches in Advertising	Consolidated
Link, Henry C.	New Psychology of Selling and Advertising	Macmillan
Poffenberger, A. T.	Psychology in Advertising	McGraw-Hill
†Rheinstrom, Carroll	Psyching the Ads	Covici-Friede

SPECIAL FIELDS

†Case, Francis H.	Handbook of Church Advertising	Abingdon
Duffy, Ben	Advertising Media and Markets	Prentice-Hall
†Gifford, W. C.	Real Estate Advertising	Macmillan
†Hanford, Mabel P.	Advertising and Selling Through Business Publications	Harper
†Lippincott, William	Outdoor Advertising	McGraw-Hill
†Lockley, L. C.	Vertical Cooperative Advertising	McGraw-Hill
†Ramsay, R. E.	Effective Direct Advertising	Appleton
†Tobias, M. E.	Profitable Retail Advertising	Harper
White, Percival	Advertising Research	Appleton

GENERAL

Agnew, H. E.	Advertising Media How to Weigh and Measure	McGraw-Hill
Blanchard, F. L.	Essentials in Advertising	McGraw-Hill
*Borden, Neil H.	The Economic Effects of Advertising	Irwin
Borden, Neil H.	Problems of Advertising	McGraw-Hill
Brewster, A. J. and Palmer, H H.	Introduction to Advertising	McGraw-Hill
Caples, John	Tested Advertising Methods	Harper
†Collins, Kenneth	The Road to Good Advertising	Greenberg
Goode, Kenneth	Advertising	Greenberg
Hanlon, Walter	Breaking Into Advertising	Nat'l Library
†Harding, T. Swann	The Popular Practice of Fraud	Longmans-Green
Hess, H. W.	Advertising: Its Economics, Philosophy and Technique	Lippincott
Hotchkiss, G. B.	An Outline of Advertising	Macmillan
King, H. F.	Practical Advertising	Appleton
Kleppner, Otto	Advertising Procedure (3rd ed.)	Prentice-Hall
Nixon, H. K.	Principles of Advertising	McGraw-Hill
†Rorty, James	Our Master's Voice—Advertising	Day
Thomson, W. A.	Making Millions Read and Buy	Drey
Weiss, E. B. (editor)	The Handbook of Advertising	McGraw-Hill
Woodward, Helen	It's An Art	Harcourt-Brace

PROBLEMS AND POLICIES

JOURNALISTIC LAW

Arthur, W R. and Crosman, R. L.	The Law of Newspapers	McGraw-Hill
†Chapman, Claury	The Law on Advertising	Harper
†Ernst, M. L. and Lindey, Alexander	Hold Your Tongue	Morrow
Hale, W. G. and Benson, Ivan	The Law of the Press	West
Hanson, Lawrence	Government and the Press	Oxford Univ.
Jones, Robert W.	Law of Journalism	Metropolitan Law
N. L. R. B.	Collective Bargaining in the Newspaper Industry	U. S. Printing Office
Sackett, Henry W.	The Law of Libel	Columbia Univ.
Siebert, F. S.	The Rights and Privileges of the Press	Appleton-Century
Sullivan, Harold W.	Contempts by Publication	Yale Univ.
Wittenberg, Phillip	The Protection and Marketing of Literary Property	Messner

INFLUENCE OF THE PRESS, PUBLIC OPINION

Albig, William	Public Opinion	McGraw-Hill
Angell, Norman	The Press and the Organization of Society	Labour
Angell, Norman	The Public Mind	Dutton
†Bent, Silas	Ballyhoo	Boni-Liveright
Bent, Silas	Newspaper Crusaders	Whittlesey
Bird, George L. and Merwin, F. E.	The Newspaper and Society	Prentice-Hall
†Bleyer, W. G.	The Profession of Journalism	Atlantic
†Brucker, Herbert	The Changing American Newspaper	Columbia Univ.
Childs, Harwood L.	Introduction to Public Opinion	Wiley
Dale, Edgar	How to Read a Newspaper	Scott, Foresman
Desmond, R. W.	The Press and World Affairs	Appleton-Century
†Dewey, John	The Public and Its Problems	Holt
*Drewry, John E.	Concerning the 4th Estate	U. of Ga.
Foster, C. R.	Editorial Treatment of Education in the American Press	Harvard Univ.
Gallup, George and Rae, Saul F.	The Pulse of Democracy	Simon-Schuster
Gosnell, C. B. and Nixon, R. B. (eds.)	Public Opinion and the Press	Emory Univ.
Greene, Laurence	The Era of Wonderful Nonsense	Bobbs-Merrill
Howe, Quincy	The News and How to Understand It	Simon-Schuster
Hughes, Helen M.	News and the Human Interest Story	U. of Chicago
Kane, Harnett T.	Louisiana Hayride	Morrow
Kingsbury, S. M., Hart, Hornell and others	Newspapers and the News	Putnam
Kobre, Sidney	Backgrounding the News	20th Century
Lippmann, Walter	Public Opinion	Macmillan
†Lippmann, Walter	The Phantom Public	Macmillan
MacDougall, C. D.	Hoaxes	Macmillan
Mott, F. L. and Casey, R. D.	Interpretations of Journalism	Crofts
Murphy, L. W. (ed.)	An Introduction to Journalism	Ronald
Ockham, David	Stentor	Dutton
†Radder, Norman	Newspapers in Community Service	McGraw-Hill
Salmon, Lucy M.	The Newspaper and the Historian	Oxford Univ.
Seldes, George	Lords of the Press	Messner
Sinclair, Upton	The Brass Check	Los Angeles

INFLUENCE OF THE PRESS, PUBLIC OPINION—Cont'd

Author	Title	Publisher
Smith, Charles W., Jr.	Public Opinion in a Democracy	Prentice-Hall
Villard, O. G.	Some Newspapers and Newspapermen	Knopf
†Villard, O. G.	The Press Today	Nation
*Waples, Douglas (ed.)	Print, Radio and Film in a Democracy	U. of Chicago
†Willey, M. N. and Rice, Stuart A.	Communication Agencies and Social Life	McGraw-Hill

NEWSPAPER ETHICS

Crawford, N. A.	The Ethics of Journalism	Crofts
Flint, L. N.	Conscience of the Newspaper	Appleton
Harris, Frank	Presentation of Crime in Newspapers	Sociological Press
†Ickes, Harold L.	America's House of Lords	Harcourt-Brace
MacDougall, C. D.	Newsroom Problems and Policies	Macmillan
†Reid, Richard	The Morality of the Newspaper	U. of Notre Dame
Sontheimer, Morton	Newspaperman	Whittlesey
Wilmer, L. A.	Our Press Gang	Lloyd, Phila.

FREEDOM OF THE PRESS, CENSORSHIP

†Belloc, Hilaire	The Free Press	Allen-Unwin
Berger, Marcel and Allard, Paul	Les Secrets de la Censure Pendant la Guerre	Editions de Portiques
Chafee, Zechariah	Freedom of Speech	Harcourt-Brace
†Cook, Sir E. T.	The Press in War Time	Macmillan
*Cooper, Kent	Barriers Down	Farrar-Rinehart
Dawson, Samuel A.	Freedom of the Press	Columbia Univ.
†Ernst, M. L. and Seagle, Wm.	To the Pure	Viking
Ickes, Harold L.	Freedom of the Press Today	Vanguard
Kirkpatrick Helen F.	Under the British Umbrella	Scribner
†Lippmann, Walter	Liberty and the News	Macmillan
Mock, James R.	Censorship, 1917	Princeton Univ.
Patterson, Giles J.	Free Speech and a Free Press	Little-Brown
Salmon, Lucy M.	The Newspaper and Authority	Oxford Univ.
Seldes, George	Freedom of the Press	Bobbs-Merrill
*Summers, Robert	Wartime Censorship of Press and Radio	Wilson
†Young, Eugene J.	Looking Behind the Censorship	Lippincott

PUBLICITY, PUBLIC RELATIONS, PEACETIME PROPAGANDA

Bartlett, F. C.	Political Propaganda	Macmillan
†Batchelor, Bronson	Profitable Public Relations	Harper
Bernays, Edward L.	Crystallizing Public Opinion	Boni-Liveright
Bernays, Edward L.	Propaganda	Liveright
Crawford, Kenneth G.	The Pressure Boys	Messner
Dobyns, Fletcher	The Amazing Story of Repeal	Willett-Clark
Doob, Leonard	Propaganda	Holt
Ellis, Elmer (editor)	Education Against Propaganda	Nat'l Council Soc. Studies
†Fellows, Dexter	This Way to the Big Tent	Viking
Fiske, Frances	So You're Publicity Chairman	Whittlesey
Hale, Oron J.	Publicity and Diplomacy	Appleton-Century
*Harral, Stewart	Public Relations for Higher Education	U. of Okla.
Hope, Constance	Publicity Is Broccoli	Bobbs-Merrill
Irwin, Will	Propaganda and the News	Whittlesey
Lasswell, Harold D.	Democracy Through Public Opinion	Banta
Lasswell, H. D., Casey, R. D. and Smith, B.	Propaganda and Promotional Activities	U. of Minnesota
Lee, Alfred and Eliz.	The Fine Art of Propaganda	Harcourt-Brace
Lee, Ivy	Publicity	Industries
Lumley, F. E.	The Propaganda Menace	Century
Lyons, Eugene	The Red Decade	Bobbs-Merrill
†Mayer, R. C.	How to Do Publicity	Harper
McCamy, James L.	Government Publicity	U. of Chicago
Michael, George	Handout	Putnam
Mills, Alden B.	Hospital Public Relations	Physicians Record
*Munson, Gorham	12 Decisive Battles of the Mind	Greystone
†Reichenbach, Harry	Phantom Fame	Simon-Schuster
Stillman, C. E.	Social Work Publicity	Century
Washburn, Charles	Press Agency	Nat'l Library
Woods, Henry F.	Profitable Publicity	Dorset
Wright, Milton	Public Relations for Business	McGraw-Hill

FOREIGN AND WARTIME PROPAGANDA

Brunts, George G.	Allied Propaganda and the Collapse of the German Empire in 1918	Stanford Univ.
Chaktotin, Serge	The Rape of the Masses	Alliance
*Childs, H. L. and Whitton, J. B.	Propaganda by Short Wave	Princeton Univ.
†Creel, George	How We Advertised America	Harper
Davidson, Philip	Propaganda and the American Revolution	U. of N. Car.
*Farago, Ladislas	German Psychological Warfare	Putnam
*Gordon, Matthew	News Is a Weapon	Knopf
Knop, W. G. (editor)	"Beware of the English!"	Hamilton
Langenhove, Fernand van	Growth of a Legend	Putnam
†Lasswell, H. D.	Propaganda Technique in the World War	Knopf
Lasswell, H. D. and Blumenstock, Dorothy	World Revolutionary Propaganda	Knopf
Lavine, Harold	Fifth Column in America	Doubleday, Doran
Lavine, Harold and Wechsler, James	War Propaganda and the U. S.	Yale Univ.
McKenzie, Vernon	Here Lies Goebbels	Joseph
Mercer, F. A. and Fraser, Grace I.	Modern Publicity in War	Studio
†Millard, Oscar E.	Underground News	McBride
Mock, James R. and Larson, Cedric	Words That Won the War	Princeton Univ.
Peterson, H. C.	Propaganda for War	U. of Okla.
Ponsonby, Arthur	Falsehood in War Time	Dutton
†Prebichevich, Stoyan	World Without End	Reynal-Hitchcock
Read, James M.	Atrocity Propaganda, 1914-19	Yale Univ.
Riegel, O. W.	Mobilizing for Chaos	Yale University
†Rogerson, Sidney	Propaganda in the Next War	Bles, London
Squires, J. D.	British Propaganda at Home and in the United States, 1914-1917	Harvard Univ.
Taylor, Edmond	The Strategy of Terror	Houghton Mifflin
†Viereck, George S.	Spreading Germs of Hate	Liveright

RADIO JOURNALISM

Abbot, Waldo	Handbook of Broadcasting	McGraw-Hill
Archer, Gleason	Big Business and Radio	Amer. Historical
Archer, Gleason L.	History of Radio to 1926	Amer. Historical

RADIO JOURNALISM—Cont'd

Author	Title	Publisher
Arnold, F. A.	Broadcasting Advertising	Wiley
Barnouw, Erik	Handbook of Radio Writing	Little-Brown
†Bickel, Karl A.	New Empires	Lippincott
Bickford, Leland	News While It Is News	Manthorne
Cantril, Hadley	The Invasion From Mars	Princeton Univ.
†Cantril, Hadley and Allport, Gordon	The Psychology of Radio	Harper
Carlile, John S.	Production and Direction of Radio Programs	Prentice-Hall
Grandin, Thomas	The Political Use of the Radio	Columbia Univ.
Hettinger, H. S. and Neff, Walter J.	Practical Radio Advertising	Prentice-Hall
Howard, Thomas	How to Write for Broadcasting	Allen-Unwin
*Landry, Robert J.	Who, What, Why Is Radio?	Stewart
Lazarsfeld, Paul F.	Radio and the Printed Page	Duell-Sloan-Pearce
Leatherwood, Dowling	Journalism on the Air	Burgess
McGill, Earle	Radio Directing	McGraw-Hill
Murrow, Ed	This Is London	Simon-Schuster
†Nagler, Frank	Writing for Radio	Ronald
O'Neill, Neville	The Advertising Agency Looks at Radio	Appleton-Century
Payne, G. H.	The Fourth Estate and Radio	Microphone
Schechter, A. A.	Go Ahead—Garrison	Dodd-Mead
Seymour, Katherine and Martin, John T.	Practical Radio Writing	Longmans-Green
Wagner, Paul H.	Radio Journalism	Burgess
Whipple, James	How to Write for Radio	McGraw-Hill
Wylie, Max	Radio Writing	Farrar-Rinehart

THE SPECIALIZED PRESS COUNTRY JOURNALISM

Allen, Charles L.	Country Journalism	Ronald
Anderson, Sherwood	Hello Towns	Liveright
Barnhart, Thomas F.	Weekly Newspaper Management	Appleton-Century
Barnhart, Thomas F.	The Weekly Newspaper (bibliography)	Burgess
Barry, Richard	Father and His Town	Houghton Mifflin
Bolles, Joshua K.	Father Was an Editor	Norton
Cosse, Margaret V.	The Suburban Weekly	Columbia Univ.
Holmes, Victor	Salt of the Earth	Macmillan
Hough, Henry B.	Country Editor	Doubleday-Doran
Meredith, C. M.	The Country Weekly	Humphries
Safley, James C.	The Country Newspaper and Its Operation	Appleton
Willey, Malcolm	The Country Newspaper	U. of N. Carolina

AGRICULTURAL JOURNALISM

Beckman, F. W., O'Brien, Harry and Converse, Blair	Technical Journalism	Ames, Ia.
Crawford, N. A. and Rogers, C. E.	Agricultural Journalism	Crofts
Demaree, Albert L.	The American Agricultural Press	Columbia Univ.

HOUSE ORGANS

O'Shea, P. F.	Employees' Magazines	Wilson
Ramsay, R. E.	Effective House Organs	Appleton

BUSINESS JOURNALISM

Hall, Benn	Careers on Business Papers	Duell-Sloan-Pearce
Swetland, H. M.	Industrial Publishing	Scientific Book

RELIGIOUS JOURNALISM

Baumgartner, A. W.	Catholic Journalism	Columbia Univ.
Fik, Paul J.	Pioneer Catholic Journalism	Cath. Hist. Soc.
Stevens, W. Bertrand	Editor's Quest	Morehouse-Gorham

NEGRO PRESS

Detweiler, Frederick	The Negro Press in America	Univ. of Chicago
†Penn, Irvine G.	The Afro-American Press	Willey (1891)

FOREIGN LANGUAGE PRESS

†Park, Robert E.	The Immigrant Press and its Control	Harper
Soltes, Mordecai	The Yiddish Press	Columbia Univ.

JOURNALISM AS A PROFESSION OPPORTUNITIES IN JOURNALISM

Clark, Delbert	Washington Dateline	Stokes
Keliher, Alice V. (ed.)	News Workers	Harper
†Lord, Chester S.	The Young Man and Journalism	Macmillan
Mott, G. F. (editor)	Outline Survey of Journalism	Barnes-Noble
*Nieman, Fellows	Newsmen's Holiday	Harvard Univ.
Nixon, H K.	The Psychology of the Writer	Harper
O'Dell, De F.	History of Journalism Education in the United States	Teachers Coll.
Rogers, Charles E.	Journalistic Vocations	Appleton-Century
†Rosten, Leo C.	The Washington Correspondents	Harcourt-Brace

WOMEN IN JOURNALISM

Booker, Edna L.	News is My Job (China)	Macmillan
Boughner, Genevieve	Women in Journalism	Appleton
†Braselton, E. M. C.	Writing and Editing for Women	Funk-Wagnalls
Davis, Frances	My Shadow in the Sun	Carrick-Evans
Doyle, Mary	Life Was Like That	Houghton Mifflin
Gardner, Mona	The Menacing Sun	Harcourt-Brace
Hamburger, Estelle	It's A Woman's Business	Vanguard
Jackson, George S.	Uncommon Scold (Anne Royal)	Humphries
Jordan, Elisabeth	Three Rousing Cheers	Appleton-Century
Kelly, Florence F.	Flowing Stream	Dutton
†Kilgallen, Dorothy	Girl Around the World	McKay
†Knight, Mary	On My Own	Macmillan
Kuhn, Irene	Assigned to Adventure	Lippincott
Logie, Iona R.	Careers for Women in Journalism	International
Mowrer, Lilian T.	Journalist's Wife	Grosset-Dunlap
Ross, Isabel	Ladies of the Press	Harper
Shuler, Marjorie, Knight, Ruth and Fuller, Muriel	Lady Editor	Dutton
Smallsried, Kathleen Ann	Press Pass	Dutton
Tarbell, Ida M.	All in the Day's Work	Macmillan

ADVENTURE AND REMINISCENCES

†Abbot, Willis J.	Watching the World Go By	Little-Brown
Birdwell, Russell	I Ring Doorbells	Messner
†Bonsal, Stephen	Heyday in a Vanished World	Norton
†Cobb, Irvin S.	Stickfuls	Doran
Collings, Kenneth	These Things I Saw	Dodd-Mead
†Creelman, James	On the Great Highway	Lothrop-Lee-Shepard
Doherty, Edward	Gall and Honey	Sheed-Ward
†Dreiser, Theodore	A Book About Myself	Putnam
Drury, Wells	An Editor on the Comstock Lode	Farrar-Rinehart
†Elkins, H. R.	Around the World in 18 Days	Longmans-Green
†Essary, J. F.	Covering Washington	Houghton Mifflin
Ferber, Nat	I Found Out	Dial
Fischer, Louis	Men and Politics	Duell-Sloan-Pearce
Gauvreau, Emile	My Last Million Readers	Dutton
Griscom, Lloyd	Diplomatically Speaking	Little-Brown

ADVENTURE AND REMINISCENCES—Cont'd

Author	Title	Publisher
†Heath, S. Burton	Yankee Reporter	Wilfred Funk
Huddleston, Sisley	In My Time	Dutton
Hunt, Frazier	One American and His Attempt at Education	Simon-Schuster
Kofoed, Jack	Thrills in Sports	Holborn
Lawrence, Jack	When the Ships Come In	Farrar-Rinehart
†Lundy, Miriam (ed.)	Writing Up the News	Dodd-Mead
†McKenzie, Vernon (ed.)	Behind the Headlines	McBride
Marcosson, I. F.	Adventures in Interviewing	Dodd-Mead
Miller, Max	I Cover the Waterfront	Dutton
†Powell, E. Alexander	Free Lance	Harcourt-Brace
Rand, Clayton	Ink On My Hands	Carrick-Evans
†Rascoe, Burton	Before I Forget	Doubleday-Doran
†Ross, Malcolm	Death of a Yale Man	Farrar-Rinehart
St. Clair, Labert	I've Met the Folks	Dodd-Mead
†Salisbury, William	The Career of a Journalist	Dodge
†Seldes, George	Can These Things Be?	Harcourt-Brace
†Seldes, George	You Can't Print That	Harcourt-Brace
†Sheean, Vincent	Personal History	Garden City
Smith, Hampton S.	Tramp Reporter	Caldwell
Strunsky, Simeon	The Living Tradition	Doubleday-Doran
Walker, Stanley	City Editor	Stokes

WAR AND FOREIGN CORRESPONDENTS
(Including Some Authoritative Books on World Affairs by Newspaper Men

Author	Title	Publisher
Abend, Hallet	Japan Unmasked	Washburn
*Agar, Herbert	Time for Greatness	Little-Brown
Augur	Europe in the Fourth Dimension	Appleton-Century
Beals, Carleton	The Great Circle	Lippincott
*Beattie, Edw. W.	Freely to Pass	Crowell
Benjamin, Robert S.	Eye Witness	Alliance
Birchall, Frederick	The Storm Breaks	Viking
*Brown, Cecil	Sues to Singapore	Random
†Bullard, F. L.	Famous War Correspondents	Little-Brown
*Byas, Hugh	Government by Assassination	Knopf
*Byas, Hugh	The Japanese Enemy	Knopf
*Carroll, Wallace	We're In This With Russia	Houghton Mifflin
Casey, Robert J.	I Can't Forget	Bobbs-Merrill
*Casey, Robert J.	Torpedo Junction	Bobbs-Merrill
*Childs, Marquis	I Write From Washington	Harper
Daniell, Raymond	Civilians Must Fight	Doubleday-Doran
Darrah, David	Hail Caesar	Barker-Taylor
*Davis, Forrest and Lindley, Ernest L.	How War Came	Simon-Schuster
*Denny, Harold	Behind Both Lines	Viking
*Duell, Wallace R.	People Under Hitler	Harcourt-Brace
Duranty, Walter	Duranty Reports Russia	Viking
†Duranty, Walter	I Write As I Please	Simon-Schuster
Duranty, Walter	The Kremlin and the People	Reynal-Hitchcock
Fodor, M. W.	South of Hitler	Houghton Mifflin
Fortescue, Granville	Front Line and Deadline	Putnam
†Gedye, G. E. R.	Betrayal in Central Europe	Harper
†Gibbs, Philip	Now It Can Be Told	Harper
*Gramling, Oliver	Free Men Are Fighting	Farrar-Rinehart
Gunther, John	Inside Asia	Harper
Gunther, John	Inside Europe	Harper
Gunther, John	Inside Latin America	Harper
†Hanighen, Frank C. (ed.)	Nothing But Danger	McBride
*Hill, Russell	Desert War	Knopf
Hindle, Wilfrid (ed.)	We Were There	Putnam
Ingersoll, Ralph	Report on England	Simon-Schuster
†Johnson, Thomas M.	Without Censor	Bobbs-Merrill
*Johnston, Stanley	Queen of the Flattops	Dutton
*Kirk, Betty	Covering the Mexican Front	U. of Okla.
Knickerbocker, H. R.	Is Tomorrow Hitler's?	Reynal-Hitchcock
Knoblaugh, E. H.	Correspondent in Spain	Sheed-Ward
Lasareff, Pierre	Deadline	Randolph
Lengyel, Emil	Dakar	Random
Lengyel, Emil	The Danube	Random
*Lengyel, Emil	Siberia	Random
Lengyel, Emil	Turkey	Random
*Lochner, Louis P.	What About Germany?	Dodd-Mead
Lyons, Eugene	Assignment in Utopia	Harcourt-Brace
†Lyons, Eugene (ed.)	We Cover the World	Harcourt-Brace
†McKenzie, Vernon	Through Turbulent Years	McBride
†Matthews, H. L.	Two Wars and More to Come	Carrick-Evans
†Miller, Webb	I Found No Peace	Simon-Schuster
Morgan, Thomas B.	A Reporter at the Papal Court	Longmans-Green
*Morgan, Thomas B.	Spurs On The Boot	Longmans-Green
Mowrer, Edgar A.	The Dragon Wakes	Morrow
Mowrer, Edgar A.	Germany Puts the Clock Back	Morrow
†Muggeridge, Malcolm	The Sun Never Sets	Random
†N. Y. Times Writers	We Saw It Happen	Simon-Schuster
*Oechaner, Frederick	This Is The Enemy	Little-Brown
*Packard, R. and E.	Balcony Empire	Oxford
†Paine, R. D.	Roads of Adventure	Houghton Mifflin
†Plenn, J. H.	Mexico Marches	Bobbs-Merrill
*Reston, James	Prelude to Victory	Knopf
Reynolds, Quentin	A London Diary	Random
*Reynolds, Quentin	Only the Stars Are Neutral	Random
Reynolds, Quentin	The Wounded Don't Cry	Dutton
*St. John, Robert	From the Land of Silent People	Doubleday-Doran
Shirer, William L.	Berlin Diary	Knopf
†Slocombe, George	The Tumult and the Shouting	Macmillan
*Smith, Howard K.	Last Train From Berlin	Knopf
†Snow, Edgar	Red Star Over China	Random
Stowe, Leland	No Other Road to Freedom	Knopf
Van Passen, Pierre	Days of Our Years	Hillman-Curl
†Vaughn, Miles	Covering the Far East	Covici-Friede
Waugh, Evelyn	Waugh in Abyssinia	Longmans-Green
†Whitaker, John T.	And Fear Came	Macmillan
Whitaker, John T.	America to the South	Macmillan
*White, E. L.	They Were Expendable	Harcourt-Brace
*White, John W.	Argentina	Viking
Wile, Frederic W.	News is Where You Find It	Bobbs-Merrill
Williams, Frederick V.	Behind the News in China	Hughes
Young, James R.	Behind the Rising Sun	Doubleday-Doran

FICTION

Author	Title	Publisher
†Adams, S. H.	The Clarion	Houghton Mifflin
Adams, S. H.	Success	Houghton Mifflin
Bercovici, Rion	For Immediate Release	Sheridan
†Bolitho, Sybil	My Shadow As I Pass	Viking
†Brooks, Jonathan	High Ground	Bobbs-Merrill
*Chambers, Whitman	Bring Me Another Murder	Dutton

FICTION—Cont'd

Author	Title	Publisher
†Clune, Henry W.	The Good Die Poor	Longmans-Green
†Cobb, Irvin S.	Alias Ben Alibi	Doran
†Cooper, Janette	Headlines	Harper
Davis, Clyde B.	The Great American Novel	Farrar-Rinehart
Davis, Richard H.	Gallegher and Other Stories	Scribner
Dutcher, Mary L.	Circulation	Faro
Emden, Frieda Van	Sunday Paper	Naylor
Ford, Ford M.	Mightier Than the Sword	Unwin
†Fowler, Gene	Trumpet in the Dust	Liveright
†Gauvreau, Emile	Hot News	Macauley
†Gauvreau, Emile	The Scandal Monger	Macauley
Gellhorn, Martha	A Stricken Field	Duell-Sloan-Pearce
†George, W. L.	Caliban	Harper
†Gibbs, Philip	The Street of Adventure	Dutton
Hall, Bennie	Lovelorn Parade	Dowin
†Hough, Clara S.	Not for Publication	Century
†Levin, Meyer	Reporter	Day
†Mellett, John C.	Ink	Dobbs-Merrill
Pancoast, C. L.	Cub	Devin-Adair
†Ross, Leonard	Adventure in Washington	Harcourt-Brace
†Ross, Leonard	Dateline: Europe	Harcourt-Brace
†Selby, John	Sam	Farrar-Rinehart
†Sheean, Vincent	The Tide	Doubleday-Doran
Smith, Henry J.	Extra! Extra!	North
†Smith, Henry J.	Young Phillips, Reporter	Harcourt-Brace
Waugh, Evelyn	Scoop	Little-Brown
†West, Nathanael	Miss Lonely hearts	Liveright
†Williams, Ben Ames	Splendor	Dutton
†Williams, Jesse L.	The Stolen Story	Scribner

POETRY

Author	Title	Publisher
Davis, F. P.	Anthology of Newspaper Verse	Enid, Okla.
Monroe, R. M.	One Man's Meat	Pelican
Warner, H. E.	Songs of the Craft	Randsell

PLAYS

Author	Title	Publisher
†Bennett, Arnold	What the Public Wants	Doran
†Fagan, J. B.	The Earth	Duffield-Green
Hecht, Ben and MacArthur, Chas.	The Front Page	Covici
Morehouse, Ward	Gentlemen of the Press	Unpublished
Spewack, B. and S.	Clear All Wires	French
†Weitzenkorn, Louis	Five Star Final	French

FOREIGN JOURNALISM
British

Author	Title	Publisher
Bartlett, Vernon	This is My Life	Chatto-Windus
Baxter, A. Beverley	Strange Street	Appleton-Century
*Bevington, Merle M.	The Saturday Review, 1855-1868	Columbia Univ.
†Blumenfield, Ralph D.	The Press in My Time	Rich-Crowan
†Bowman, W. D.	The Story of the Times	Dial
Chapman-Huston, Desmond	The Lost Historian (Sir Sidney Low)	Murray
†Clarke, Tom	My Northcliffe Diary	Cosmopolitan
†Corbett, W. W. and Dark, Sidney (ed.)	Fleet Street: An Anthology of Modern Journalism	Eyre-Spottiswoode
Cummings, A. J.	The Press	Bodley Head
†Dasent, Arthur I.	John T. Delane	Murray
†Escott, T. H. S.	Masters of English Journalism	Unwin
Falk, Bernard	Five Years Dead	Hutchinson
Fyfe, Hamilton	My Seven Selves	Allen-Unwin
Fyfe, Hamilton	Northcliffe	Macmillan
†Gibbs, Philip	Adventures in Journalism	Harper
Gordon, George	Third Leaders (London Times)	Arnold
†Graham, Walter	English Literary Periodicals	Nelson
†Hammond, J. L.	C. P. Scott of the Manchester Guardian	Harcourt
Herd, Harold	The Making of Modern Journalism	Allen-Unwin
Huddleston, Sisley	In My Times	Dutton
†Mansfield, F. J.	The Complete Journalist	Putnam
†Mills, W. H.	The Manchester Guardian	Chatto-Windus
Morison, Stanley	The English Newspaper	Macmillan
†Muddiman, J. G.	History of English Journalism	Longmans-Green
Nobbe, George	The North Briton	Columbia Univ.
†Postgate, R. and Vallance, A.	England Goes to Press	Bobbs-Merrill
†Reed, Douglas	Insanity Fair	Random
Robbins, Sir Alfred	The Press	Benn
Russell, Leonard	Writing for the Press	Macmillan
†Scott-James, R. A.	The Influence of the Press	Partridge
Shaaber, M. A.	Some Forerunners of the Newspapers in England, 1476-1622	U. of Penn.
Soames, Jane	The English Press	Nott
†Spender, J. A.	Life, Journalism and Politics	Cassell
Steed, H. Wickham	The Press	Harmondsworth
†Steed, H. Wickham	Through Thirty Years	Doubleday-Page
Symposium	Press Gang!	Hutchinson
Times (London)	The History of the Times (2 vols)	Macmillan
†Williams, J. B.	History of English Journalism	Longmans-Green
Williams, Valentine	World of Action	Houghton Mifflin
Williams, Wythe	Dusk of Empire	Scribner
†Wilson, R. M.	Lord Northcliffe	Benn
P. E. P.	Report of the British Press	Political and Economic Planning

French

Author	Title	Publisher
Bethleem, L.	La Presse	Revue des Lectures
Billy, A. and Jean, P.	Le Monde des Journaux	Cres
Bourdon, Georges	Le Journalisme d'Aujourd'hui	Delagrave
Ginisty, Paul	Anthologie du Journalisme	Delagrave
Hatin, Louis E.	Histoire Politique et Litteraire de la Press en France	Paris
*Lazareff, Pierre	Deadline	Random
Levrault, Leon	Le Journalisme	Mellottee

German

Author	Title	Publisher
Boemer, Karl	Handbuch der Weltpresse	Armanen-Verlag
d'Ester, Karl	Zeitungswesen	Hirt, Breslau
Dresler, Adolphe	Geschichte der Italienischen Press	Oldenbourg
Grother, Otto	Die Zeitung	Bensheimer
Kisch, E. E.	Klassacher Journalismus	Kaemmerer
Roselius, Ernest	Amerikanische Jugend Schreibt Zeitungen	Noske, Leipzig

GERMAN—Cont'd

Author	Title	Publisher
Salomon, Ludwig	Geschichte des Deutschen Zeitungswesens	Schulse

Other Countries

Author	Title	Publisher
Barns, Margarita	The Indian Press	Macmillan
†Charlesworth, Hector	Candid Chronicles (Canadian)	Macmillan
Hanazono, Kanesada	Development of Japanese Journalism	Nichi-Nichi
*Japan Times	Short History of the Japan Times	Tokyo
†Kawabe, Kisaburo	The Press and Politics in Japan	U. of Chicago
†Noma, Seij	Noma of Japan	Vanguard
Torres, Teodoro	Periodismo (Mexican)	Botas, Mex. City
Valenzuela, J. Z.	History of Journalism in the Philippine Islands	Author, Manila
†Wang, Y. P.	Rise of the Native Press in China	World Wide News
Wildes, H. E.	Social Currents in Japan	U. of Chicago
Woodhead, H. G. W.	Adventures in Far Eastern Journalism	Hokuseido, Tokio
Yutang, Lin	A History of the Press and Public Opinion in China	U. of Chicago

MAGAZINES AND FREE LANCING
MAGAZINE HISTORY

Author	Title	Publisher
Carlson, C. L.	The First Magazine (Gentleman's)	Brown Univ.
Hersey, Harold B.	Pulpwood Editor	Stokes
†Howe, M. A. D.	American Bookman	Dodd-Mead
Mott, Frank L.	A History of American Magazines (3 vols.)	Harvard Univ.
†Richardson, L. N.	A History of Early American Magazines, 1741-1789	Nelson
†Tassin, Algernon	The Magazine of America	Dodd-Mead

BIOGRAPHY AND AUTOBIOGRAPHY

Author	Title	Publisher
Beals, Carleton	Glass Houses: Ten Years of Free Lancing	Lippincott
†Black, Alexander	Time and Chance	Farrar-Rinehart
Bradsher, E. L.	Matthew Carey, Editor, Author and Publisher	Columbia Univ.
†Ellis, H. M.	Joseph Dennie and His Circle	Univ. of Texas
†Ellsworth, W. W.	A Golden Age of Authors	Houghton Mifflin
*Frederick, J. George (ed.)	Psychology of Writing Success	Business Bourse
†Harper, J. Henry	I Remember	Harper
†Johnson, R. U.	Remembered Yesterdays	Century
†McClure, S. S.	My Autobiography	Stokes
†Thayer, J. A.	Astir: A Publisher's Life Story	Small-Maynard
†Tooker, L. F.	The Joys and Tribulations of an Editor	Century
Towne, C. H.	Adventures in Editing	Appleton

AUTHORSHIP

Author	Title	Publisher
Blackiston, Elliott	Short Story Writing for Profit	The Writer
Bond, F. F.	How to Write and Sell Non-fiction	Whittlesey
Brennecke, Ernest and Clark, D. L.	Magazine Article Writing	Macmillan
Campbell, Walter S.	Professional Writing	Macmillan
Campbell, Walter S.	Writing Magazine Fiction	Doubleday-Doran
Carson, Charles	Writing the Magazine Article	Writers
Chanley, M. V. and Converse, Blair	Magazine Writing and Editing	Cordon
Colver, Alice R.	If You Should Want to Write	Dodd-Mead
Crawford, Robert P.	The Magazine Article	McGraw-Hill
Dashiell, Alfred	Editor's Choice	Holt
Hall, May E.	Writing the Juvenile Story	Writer
Harrington, H. F. and Martin, Lawrence	Pathways to Print	VanNostrand
Hoffman, Arthur S.	Fiction Writing Self Taught	Norton
Houghton, S. G. (ed.)	The Writer's Handbook	The Writer
MacCampbell, D.	Selling What You Write	Crowell
McCourtrie, W. B.	Where and How to Sell Manuscripts	Home Corres.
Moore, Stephen (ed.)	New Fields for the Writer	Nat'l Library
Olsen, Udia G.	Preparing the Manuscript	Writer
Redmond, Pauline and Wilfred	Business Paper Writing	Pitman
Rinehart, Mary R.	Writing is Work	Writer
Schwartz, Esther L.	How to Write Confessional Stories	Author, N. Y.
†Tillett, Nettie S.	How Writers Write	Crowell
†White, T. M.	How to Write for a Living	Reynal-Hitchcock
Widdemer, Margaret	Do You Want to Write?	Farrar-Rinehart
Wilheim, Donald	Writing for Profit	McGraw-Hill
Woolley, E. M.	Free Lancing for 40 Magazines	Author, Passaic Park, N. J.

COLLECTIONS

Author	Title	Publisher
Brennecke, Ernest and Clark, D. L.	Magazine Article Readings	Macmillan
†Knight, G. C.	Readings from the American Mercury	Knopf
†McKenzie, Vernon (ed.)	These Stories Went to Market	McBride
†Pollak, Gustav (ed.)	50 Years of American Idealism: the New York Nation, 1865-1915	Houghton Mifflin

MAGAZINE MAKING

Author	Title	Publisher
Bakeless, John	Magazine Making	Viking
Drewry, John E.	Contemporary American Magazines (biblio.)	U. of Georgia
Drewry, John E.	Some Magazines and Magazine Makers	Stratford
†Lohr, L. R.	Magazine Publishing	Williams-Wilkins
†Wyman, Phillips	Magazine Circulation	McCall

PUBLISHING

Author	Title	Publisher
†Jackson, Holbrook	The Printing of Books	Scribner
Lawler, T. B.	70 Years of Textbook Publishing	Ginn
Raymond, Harold	Publishing and Bookselling	Oxford
Stevens, George	Lincoln's Doctor's Dog	Lippincott

* Published or Revised in 1942.
† Out of print.

EDITOR & PUBLISHER PROMOTION AWARDS FOR 1942

Best all-around promotion by an individual newspaper:
1. Des Moines Register & Tribune
2. Providence Journal & Bulletin

Advertisements for Circulation:
1. Chicago Daily News
2. Des Moines Register & Tribune

Advertisements for Advertising:
1. Philadelphia Bulletin
2. New York Sun

Advertisements for classified advertising:
1. Providence Journal & Bulletin
2. Des Moines Register & Tribune

Institutional Advertisements:
Most valuable single ad:
1. Anderson (S. C.) Independent & Daily Mail
2. Charlotte News

Most valuable campaign:
1. Des Moines Register & Tribune
2. New York Times

Trade Paper Advertisements:
Most valuable single ad:
1. New York Mirror
2. New York Mirror

Most valuable campaign:
1. New York Mirror
2. Des Moines Register & Tribune

Direct mail:
Most valuable single mailing piece:
1. Memphis Commercial Appeal & Press Scimitar
2. Providence Journal & Bulletin

Most valuable campaign:
1. Omaha World-Herald
2. Des Moines Register & Tribune

Data Books:
Most valuable data book presenting a general analysis of the market and the newspaper:
1. New York Herald Tribune
2. New York Sun

Research studies:
Most valuable:
1. Milwaukee Journal
2. New York Herald Tribune

SCHOOLS OF JOURNALISM

Members of the American Association of Schools and Departments of Journalism

Boston University, Boston, Mass. General enrollment for the fall semester, 9,434. Department of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Max R. Grossman, B.B.A., M.B.A., M.Ed., professor of journalism and head of the department; John C. Scammell, A.B., professor; Biagio DiVenuti, B.J., M.C.S., associate professor; A. Lawrence MacKenzie, A.B., assistant professor; Malcolm W. Bayley, instructor; Lucy E. Smith, assistant. Enrollment: professional, 38; pre-professional, 62. Graduated in Journalism last year (1941-1942): 22 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; Benjamin Edes Association. Normal distribution of graduates: 70 per cent men.

Colorado, University of, Boulder, Colo. General enrollment for first quarter, 3,868. College of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Ralph L. Crosman, B.S., professor of journalism and director of the college; A. Gayle Waldrop, M.A., professor; Zell F. Mabee, M.A., associate professor; Vernon F. Loughran, M.A., instructor. Enrollment: professional, 27; pre-professional, 63. Graduated in journalism last year (1941-1942): 19 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 66 2/3 per cent men.

Columbia University, New York, N. Y. Graduate School of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Carl W. Ackerman, A.M., LL.D., Litt.D., professor of journalism and dean of the school; Harold Livingston Cross, LL.B., professor; Roscoe B. Ellard, A.B., B.J., A.M., professor; Robert E. MacAlarney, visiting professor; Henry F. Pringle, A.B., professor; Herbert E. Hawkes, Ph.D., L.H.D., LL.D., professor; Robert Murray Haig, LL.D., Ph.D., professor, Herbert Brucker, A.B., B.Litt., associate professor; Theodore M. Bernstein, A.B., B.Litt., associate professor; Robert E. Garst, A.B., B.Litt., associate professor; Eleanor Carroll, A.B., B.Litt., M.S., assistant professor; Elmo Roper, assistant professor; Richard L. Tobin, A.B., assistant professor; Paul W. White, B.Litt., M.S., assistant professor; John Chamberlain, A.B., assistant professor; Joseph L. Jones, A.B., B. Litt., associate; Lester Markel, B. Litt., associate; M. Lincoln Schuster, B.Litt., associate. Enrollment: graduate professional, 79. Graduated in journalism last year (1941-42): 65 masters, 3 special. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 75 per cent men.

Emory University, Atlanta Ga. (P. O.: Emory University, Ga.) General enrollment for first quarter, 1,500. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Raymond B. Nixon, Ph.D., professor of journalism and chairman of the department; Floyd K. Baskette, M.A., assistant professor; James C. Seymour, M.A., assistant professor and secretary-manager, Georgia Press Association; Chess Abernathy, Jr., A.B., professorial lecturer (on military leave); Marcus Bartlett, A.B., lecturer; Robert E. Martin, A.B., lecturer; Ralph McGill, lecturer; Richard N. McArthur, typographical consultant. Enrollment: professional, 29; pre-professional, 30; miscellaneous, 75. Graduated in journalism last year (1941-42): 13 bachelors, 2 masters. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 100 per cent men.

Georgia, University of, (Henry W. Grady School of Journalism), Athens, Ga. General enrollment for first term, 2,127. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: John E. Drewry, A.B., B.J., A.M., professor of journalism and dean of the school; Tyus Butler, A.B., A.M., assistant professor; Clifton E. Harper, A.B., A.M., assistant professor; Warren Jones, A.B.J., instructor; Maynard Ashworth, lecturer; Marcus Bartlett, A.B., lecturer; E. B. Braswell, lecturer; Wright Bryan, A.B., lecturer; Frank N. Hawkins, A.B.J., lecturer; R. E. L. Majors, lecturer; David Michael, B.S., lecturer; H. T. McIntosh, lecturer; Susan Myrick, B.S., lecturer; Medora Field Perkerson, lecturer; Elmer Ransom, B.S., M.S., lecturer; Lee Rogers, A.B.J., lecturer; Miriam Thurmond, B.B.A., secretary. Enrollment: professional, 67; pre-professional, 63; miscellaneous, 50. Graduated in journalism (1940-41): 41 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men

Illinois, University of, Urbana, Ill. General enrollment for first semester, 11,495. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Frederick S. Siebert, A.B., J.D., professor of journalism and director of the school; Lawrence W. Murphy, A.M., Litt.D., professor of journalism; R. R. Barlow, A.M., professor; O. C. Leiter, A.B., professor; Josef F. Wright, A.B., associate professor; Arne Rae, B.S., associate professor; Leslie W. McClure, M.S., assistant professor; Manning David Seil, B.S., associate; Charles E. Flynn, M.A., assistant to director and associate; Frank A. Schooley, B.S., instructor; Charles R. Fredrick, M.S., instructor; John Paul Jones, M.A., instructor; Arthur R. Wildhagen, M.A., assistant in press photography; Frederick J. Kellhofz, B.S., associate professor; Frederic A. Russell, Ph.D., professor; Eunice C. Mohr, B.S. in Lib. Sci., librarian. Enrollment: professional, 93, pre-professional, 165; miscellaneous, 400. Graduated in journalism last year (1941-42): 72 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi, Gamma Theta Phi, Alpha Delta Sigma. Normal distribution of graduates: 60 per cent men.

Indiana University, Bloomington, Ind. General enrollment for first semester, 5,995. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: John E. Stempel, M.S., professor of journalism and head of the department; Joseph A. Wright, A.M., professor; J. Wymond French, A.M., associate professor; Paul H. Wagner, A.M., instructor; E. Ross Bartley, lecturer; Paul Shideler, lecturer. Enrollment: professional, 53; pre-professional, 35; miscellaneous, 3. Graduated in journalism last year (1941-42): 22 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 64 per cent men.

Iowa State College, Ames, Iowa. General enrollment for first quarter, 6,054. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Charles E. Rogers, M.S., A.M., professor of journalism and head of the department; K. R. Marvin, B.S., M.S., associate professor; Richard W. Beckman, B.S., associate professor; Katherine Goeppinger, B.S., assistant professor; Rodney Fox, B.S., M.S., instructor; Lauren K. Soth, B.S., M.S., assistant professor; C. R. Elder, B.S., assistant extension editor; Alfred T. Mitchell, radio assistant. Enrollment: professional, 32; pre-professional, 47, miscellaneous, *742. Graduated in journalism last year (1941-42): 9 bachelors; 3 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates 80 per cent men.

* This figure includes students who take one to three courses in journalism.

Iowa, University of, Iowa City, Iowa. General enrollment for first semester, 5,414. School of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Frederick M. Pownall, M.A., associate professor; Edward F. Mason, M.A., assistant professor; Charles L. Sanders, M.A., assistant professor; Earl English, M.A., associate; Winston Allard, M.A., assistant on leave. Enrollment: professional, 137; pre-professional, 58; miscellaneous, 6. Graduated in journalism last year (1941-42): 31 bachelors, 4 masters. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent each.

Kansas, University of, Lawrence, Kan. General enrollment for first semester, 4,265. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Elmer F. Beth, M.A., associate professor and acting chairman of the department; L. N. Flint, B.A., professor; George R. Rinehart, M.A., assistant professor; K. W. Davidson, M.S., instructor; Thomas C. Ryther, M.A., instructor. Enrollment: professional, 125; pre-professional, 65. Graduated in journalism last year (1941-42): 19 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Normal distribution of graduates: 65 per cent men.

Kansas State College of Agriculture and Applied Science, Manhattan, Kan. General enrollment for first semester, 3,241. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: R. I. Thackrey, B.S., M.S., professor and chairman of department; E. T. Keith, B.S., professor; E. M. Amos, B.S., associate professor; Ralph R. Lashbrook, B.S., M.S., associate professor; Albert Horlings, B.A., M.A., assistant professor; Paul L. Dittemore, B.S., assistant professor; Jane Rockwell, B.A., instructor. Enrollment: professional, upper division, 47; pre-professional major, 80; miscellaneous, 45. Graduated in journalism last year (1941-42): 26 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Kentucky, University of, Lexington, Ky. General enrollment for first quarter, 2,800. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: L. Niel Plummer, Ph.D., professor and head of the department; W. C. Tucker, M.A., associate professor; Victor R. Portmann, B.J., assistant professor; Marguerite McLaughlin, A.B., assistant professor. Enrollment: professional, 43; pre-professional, 87; miscellaneous, 140. Graduated in journalism last year (1941-42): 19 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternity: Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Louisiana State University, Baton Rouge, La. General enrollment for first semester, 5,704. School of journalism a member of the American Association of Schools and Departments of Journalism: Faculty: Marvin G. Osborn, A.M., professor of journalism and director of the school; Marcus M. Wilkerson, Ph.D., professor; Bruce R. McCoy, A.B., associate professor; C. R. F. Smith, M.S., associate professor; Richard H. Wiggins, A.M., assistant professor (absent on leave with U. S. Army); Frank James Price, A.M., instructor; George Rose Ferguson, B.A., B.S. in L.S., librarian. Enrollment: professional, 45; pre-professional, 74; miscellaneous, 44. Graduated in journalism last year (1941-42): 28 bachelors, 2 masters. Organizations: professional fraternities: Theta Sigma Phi, Sigma Delta Chi. Normal distribution of graduates: 65 per cent men.

Marquette University, Milwaukee, Wis. General enrollment for first semester, 5,400. College of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: J. L. O'Sullivan, B.J., professor of journalism and dean of the college; Joseph H. Mader, A.M., associate professor; Earl H. Huth, A.M., assistant professor; David R. Host, A.M., assistant professor; E. S. Carpenter, A.B., instructor; Robert Kvidera, A.B., instructor (on leave); Walter Belson, Litt.B., lecturer; Richard S. Davis, B.A., lecturer; Walter Mattison, LL.B., lecturer. Enrollment: professional, 74; pre-professional, 110. Graduated in journalism last year (1941-42): 46 bachelors, 1 master. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 75 per cent men.

Michigan, University of, Ann Arbor, Mich. General enrollment for first semester, 10,000. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: John L. Brumm, A.M., professor of journalism and head of the department; Wesley H. Maurer, A.B., B.S., B.J., associate professor; Donal H. Haines, A.B., associate professor. Enrollment: professional, 50; miscellaneous, 20. Graduated in journalism last year (1941-42): 25 bachelors, 4 masters. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Minnesota, University of, Minneapolis, Minn. General enrollment for first semester, 11,868. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Ralph D. Casey, M.A., Ph.D., professor of journalism and director of the school; Thomas F. Barnhart, M.A., professor; Mitchell V. Charnley, M.A., professor; Ralph O. Nafziger, M.A., Ph.D., professor; Edwin H. Ford, M.A., M.S., assistant professor; Fred L. Kildow, B.A., assistant professor; Henry Ladd Smith, M.A., lecturer (on leave as lieutenant, s.g., USNR); Siegfried Mickelson, M.A., lecturer; Marjorie Johnson, librarian; Quintus Wilson and Maryanna Shorba, teaching assistants. Enrollment: professional, 101; pre-professional, 50; miscellaneous, 70. Graduated in journalism last year (1941-42): 45 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Missouri, University of, Columbia, Mo. General enrollment for first semester, 5,000. American Association of Schools and Departments of Journalism. Faculty: Frank Luther Mott, dean and professor of journalism, Ph.B., M.A., Ph.D., Litt.D., L.H.D.; J. Edward Gerald, A.B., B.J., A.M., associate professor of journalism; Emery K. Johnston, B.J., A.M., associate professor of journalism; T. C. Morelock, B.J., A.M., associate professor of journalism; Eugene W. Sharp, A.B., B.J., A.M., associate professor of journalism; Vaugh Bryant, B.S., assistant professor of journalism; Frances Grinstead, B.J., A.M., assistant professor of journalism; Donald H. Jones, B.J., A.M., assistant professor of journalism; Earl L. McPeak, B.J., instructor in journalism; Edith Marken, B.J., A.M., instructor in journalism; H. R. Long, B.J., A.B., A.M., assistant professor in journalism and manager of the Missouri Press Association; Georgia Bowman, A.B., B.J., MA., instructor in journalism; Milton E. Gross, B.J., M.A., instructor in journalism; Marjorie Berry, B.J., secretary to the dean of the school of journalism. Enrollment: (1941-42): 320 (School of Journalism); B.J. degrees (1941-42): 150; Master's degrees (1941-42), 0; Ph.D. degrees (1941-42), 1. Organizations in School: Scholarship honorary: Kappa Tau Alpha, professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Distribution of graduates: 65 per cent men.

Montana State University, Missoula, Mont. General enrollment for first semester, 2,000. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: R. L. Housman, M.A.; Ph.D., professor of journalism (on leave); A. C. Cogswell, B.A., assistant professor; E. B. Dugan, instructor; C. E. Harper, M.A., instructor; C. W. Hardy, instructor; A. L. Stone, B.S., dean. Enrollment: professional, 40; pre-professional, 80; miscellaneous, 140. Graduated in journalism last year (1941-42): 18 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 75 per cent men.

Nebraska, University of, Lincoln, Neb. General enrollment for first semester, 5,819. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Harold Hamil, A.B., assistant professor of journalism and director of the school; Forrest C. Blood, A.M., professor; Robert P. Crawford, A.M., professor; Sherlock B. Gass, Ph.B., professor; James E. Lawrence, LL.B., professor; Horace K. Basinger, B.J., M.A., instructor. Enrollment: professional, 73; pre-professional, 41. Graduated in journalism last year (1942): 19 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Gamma Alpha Chi. Normal distribution of graduates: 50 per cent men.

New York University, New York, N. Y. General enrollment for first semester, approximately 21,400. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Gregory Mason, Ph.D., professor and chairman of the department; Leon R. Whipple, A.M., professor; Sylvia Chatfield Bates, A.B., assistant professor; Helen J. Beattie, B.S., A.M., instructor; Hector Perrier, A.B., instructor; Albert C. Aumuller, instructor; Bently Raak, B.S., instructor; Jerome J. Wolf, instructor. Enrollment: professional, 215. Graduates in journalism last year (1941-42): 42 bachelors. Normal distribution of graduates: 51.9 per cent men.

Northwestern University, Evanston, Ill. General enrollment for first quarter, 12,176. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Kenneth E. Olson, M.A., LL.D., professor of journalism and dean of the school; Charles L. Allen, M.A., assistant dean and professor; John T. Frederick, M.A., professor; Curtis D. MacDougall, Ph.D., professor; Walter K. Smart, Ph.D., professor; William R. Slaughter, associate professor and educational adviser of Chicago Division; Floyd G. Arpan, M.S. in J., assistant professor; Roland E. Wolseley, M.S. in J., assistant professor; Elmo Watson, M.S. in J., professorial lecturer; Albert Sutton, M.A., assistant professor; Edgar Bernhard, J.D., lecturer in newspaper law; Mrs. Lucy Rogers Hawkins, M.A., lecturer; Paul Hutchinson, D.D., Litt.D., lecturer; Frederick N. Litten, B.A., lecturer; Irving Pflaum, J.D., lecturer (on leave with OWI); Francis J. Powers, B.A., lecturer; J. A. Foxworthy, M.A., lecturer; Gerhard Schacher, Ph.D., lecturer; Russell Raycroft, B.A., lecturer in radio, and four assistants. Enrollment: senior and graduate professional, 71; undergraduate pre-professional, 213. Graduated in journalism last year (1941-42): 36 masters, 3 bachelors. Organizations, professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 70 per cent men; present enrollment 57 per cent women.

Ohio State University, Columbus, Ohio. General enrollment for first quarter, 10,500. School of journalism charter member of the American Association of Schools and Departments of Journalism. Faculty: James E. Pollard, M.A., Ph.D., professor of journalism and director of the school; N. N. Luxon, B.Sc. in J., M.A., Ph.D., professor; Lester C. Getzloe, B.A., assistant professor; Wayne V. Harsha, B.A., M.A., instructor; Harry R. O'Brien, M.A., lecturer. Enrollment: professional, 85; pre-professional, 75; miscellaneous, 45. Graduated in journalism last year (1942-42): 26 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 75 per cent men.

Oklahoma, University of, Norman, Okla. General enrollment for first semester, 4,612. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: H. H. Herbert, M.A., professor of journalism and director of the school; John H. Casey, A.M., professor; Grace E. Ray, M.A., associate professor; Stewart Harral, M.A., associate professor; Ray A. Heady, M.S., assistant professor; Truman Pouncey, B.J., M.A., assistant professor; Charles H. Brown, M.A., instructor (on leave); C. Joe Holland, B.A., assistant; Mary E. McKean, graduate assistant. Enrollment: professional, 60; pre-professional, 63; miscellaneous, 30. Graduated in journalism last year (1941-42): 27 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 47 per cent men.

Oregon, University of, Eugene, Ore. General enrollment for first term, 3,444. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Eric W. Allen, A.B., professor of journalism and dean of the school; W. F. G. Thacher, M.A., professor; George S. Turnbull, M.A., professor; Lyle M. Nelson, B.A., instructor; Robert C. Hall, associate professor; Warren C. Price, M.A., associate professor; John Henry Nash, LLD., Litt.D., lecturer; Harry S. Schenk, B.A., assistant professor; Frank Short, B.S., instructor. Enrollment: professional, 59; pre-professional, 163; miscellaneous, 103. Graduated in journalism last year (1941-42): 27 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Gamma Alpha Chi. Distribution of graduates: 64 per cent men.

Pennsylvania State College, State College, Pa. General enrollment for first semester, 6,947. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Franklin Banner, B.J., B.A., M.A., R.I.J., professor of journalism and director of the department; Donald W. Davis, B.A., asso. professor; Stuart A. Mahuran, M.A., Ph.D., Litt.D., assistant professor; Braton R. Gardner, LLB., assistant professor; William K. Ulerich, B.A., part-time assistant professor; Otto W. Prochazka, B.A., instructor. Enrollment: professional, 95; pre-professional, 101; miscellaneous, 185. Graduated in journalism last year (1941-42): 55 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma, Pi Delta Epsilon. Normal distribution of graduates. 60 per cent men.

Rutgers University, New Brunswick, N. J. General enrollment for first semester, 2,600. School of journalism a member of the American Association of schools and Departments of Journalism. Faculty: Frederic E. Merwin, Ph.D., professor of journalism and director of the school; Frank E. Hutchinson, B.A., professor and secretary New Jersey Press Association; Hubert R. Ede, Ph.B., associate professor; Kenneth Q. Jennings, M.A., associate professor; William H. Boyenton, M.A., assistant professor. Enrollment: professional, 59; pre-professional, 75. Graduated in journalism last year (1941-42): 37 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha. Normal distribution of graduates: 70 per cent men.

Southern California, University of, Los Angeles, Cal. General enrollment for the first semester, 7,001. School of Journalism a member of the American Association of

SCHOOLS OF JOURNALISM

(Continued from page 175)

Schools and Departments of Journalism. Faculty: Ivan Benson, M.A., Ph.D., associate professor of journalism and acting director of the school; Marc N. Goodnow, lecturer and journalism field representative; Adamantios Th. Polyzoides, LL.B., lecturer; Ben H. Cook, A.B., instructor; Frank A. Nageley, M.A., associate professor; William C. Billig, M.B.A., teaching assistant (Roy L. French, M.A., professor of journalism and director of the school, on special war leave). Enrollment: professional, 37; pre-professional, 63; miscellaneous, 29. Graduated in journalism last year (1941-42): 19. Organizations: professional fraternities: Theta Sigma Phi, Alpha Delta Sigma. Normal distribution of graduates: 60 per cent men.

Stanford University, Stanford University, Cal. General enrollment for first semester, 3,584. Division of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Chilton R. Bush, Ph.D., professor of journalism and executive head of the division; Clifford F. Weigle, M.A., assistant professor; Thomas M. Newell, instructor; Herbert K. Reynolds, A.B., lecturer; James C. Nute, A.B., lecturer. Enrollment: professional, 41. Graduated in journalism last year (1941-42): 23 bachelor, 1 master. Organizations: professional fraternities; Sigma Delta Chi, Theta Sigma Phi, Alpha Delta Sigma. Normal distribution of graduates: 65 per cent men.

Syracuse University, Syracuse, N. Y. General enrollment for first semester, 5,673. School of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: M. Lyle Spencer, Ph.D., LL.D., Litt.D., professor of journalism and dean of the school; Douglass W. Miller, Litt.D., professor of journalism and assistant to the dean; E. Marion Johnson, A.M., professor; Ralph C. Limber, Ph.D., professor; George L. Bird, Ph.D., associate professor; Laurence B. Seigfried, A.B., associate professor; Kenneth G. Bartlett, A.M., assistant professor; Wesley C. Clark, Ph.D., assistant professor; Paul M. Paine, Litt.D., lecturer; Hugh Irwin, lecturer. Enrollment: professional, 46; pre-professional, 238; miscellaneous, 382. Graduated in journalism last year (1941-42): bachelors, 26; masters, 2. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 55 per cent men.

Texas, University of, Austin, Texas. General enrollment for first semester, 7,908. Department of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Paul J. Thompson, B.J., M.B.A., professor of journalism and chairman of the department; William L. McGill, B.A., M.J., professor of journalism and director of student publications (on leave); DeWitt C. Reddick, B.J., M.A., Ph.D., professor; Arthur L. Brandon, M.A., LL.D., associate professor; Richard B. Eide, B.A., M.A., Ph.D., acting associate professor; Granville Price, B.A., M.A., assistant professor; Afton T. Wynn, B.A., B.H.E., tutor. Enrollment: professional, 93; pre-professional, 96; miscellaneous, 39. Graduated in journalism last year (1941-42): 46 bachelors, 1 master. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 52 per cent men.

Washington, University of, Seattle, Wash. General enrollment for first semester, 7,861, fall 1942. School of journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Vernon McKenzie, M.A., professor of journalism and director of the school; Robert W. Jones, LLB., M.A., professor; Byron H. Christian, M.A., associate professor; Merritt E. Benson, B.A., LL.B., associate professor; Robert S. Mansfield, M.A., assistant professor; Fred W. Kennedy, B.A., director of journalism laboratories; H. P. Everest, M.A., assistant professor (on leave); Milo Ryan, B.A., M.A., assistant professor. Enrollment: professional, 60; pre-professional, 177; miscellaneous, 66. Graduated in journalism last year (1941-42): 17 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 60 per cent men.

Washington and Lee University, Lexington, Va. General enrollment for first semester, 663. Department of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: O. W. Riegel, M.A., professor of journalism and director of the department (on temporary leave for work with OWI); Robert M. Hodges, B.A., assistant professor and acting director; C. Harold Lauck, B.A., instructor; R. J. Houska, assistant. Enrollment: professional, 23; pre-professional, 50; miscellaneous, 90. Graduated in journalism last year (1941-42): 11 bachelors. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 100 per cent men.

Wisconsin, University of, Madison, Wis. General enrollment for first semester, 9,088. School of Journalism a member of the American Association of Schools and Departments of Journalism. Faculty: Grant M. Hyde, M.A., professor of journalism and director of the school; Frank Thayer, M.A., J.D., professor; Helen M. Patterson, M.A., associate professor; William A. Sumner, Ph.M., professor; Robert R. Aurner, Ph.D., professor; Don R. Fellows, M.A., associate professor; William M. Moore, M.A., lecturer; Edward N. Doan, lecturer; Robert H. Foss, M.A., type laboratory instructor; and Norris G. Davis, Walter A. Steigleman, and Guy W. Tanner, assistants. Enrollment: professional, 136; pre-professional, 232. Graduated in journalism last year (1941-42): 55 bachelors, 7 masters. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi, Coranto. Normal distribution of graduates: 65 per cent men; this year 45 per cent.

OTHER SCHOOLS OF JOURNALISM

Professional Divisions Not Members of the American Association of Schools and Departments of Journalism

Alabama, University of, Tuscaloosa, Ala. General enrollment for first quarter, 4,500. Department of Journalism. Faculty: A. Phillips Beedon, M.A., associate professor and head of department (on leave 1942-43); John Luskin, M.A., assistant professor and acting head of department; Doyle L. Buckles, A.B., assistant professor of journalism and field manager, Alabama Press Association; Randolph L. Fort, M.A., assistant professor (on leave 1942-43); Edward Kimbrough, M.A., part-time instructor in journalism. Enrollment: professional, 52; pre-professional, 60; miscellaneous, 93. Graduated in journalism last year (1941-42): 17 bachelors. Normal distribution of graduates: 62 per cent men.

Arkansas University of, Fayetteville, Ark. General enrollment for first semester, 2,466. Department of journalism. Faculty: W. J. Lemke, M.S. in J., associate professor and head of the department; J. A. Thalheimer, M.A., assistant professor. Enrollment: professional, 24; miscellaneous, 34. Graduated in journalism last year (1941-42): 5 bachelors. Normal distribution of graduates. 67 per cent men.

Baylor University, Waco, Texas. General enrollment for first semester, 1,875. Department of journalism. Faculty: Frank E. Burkhalter, Ph.B., A.B., professor of journalism and chairman of the department. Enrollment: professional, 40; miscellaneous, 25. Normal distribution of graduates: 70 per cent men.

Brigham Young University, Provo, Utah. General enrollment for first semester, 2,000. Department of journalism. Faculty: Carlton Culmsee, Ph.D., professor of journalism and chairman of the department; J. M. Jensen, M.A., professor emeritus; Wayne B. Hales, Ph.D., professor; T. Earl Pardoe, Ph.D., professor; Alonzo J. Morley, Ph.D., associate professor (on leave); E. M. Jenson, M.A., assistant professor; Oliver R. Smith, A.B., instructor (on leave); Weldon J. Taylor, B.S., M.B.A., instructor. Enrollment: professional, 10; pre-professional, 16; miscellaneous, 56. Graduated in journalism last year (1941-42): 5 bachelors. Organizations: Omega Nu. Normal distribution of graduates: 67 per cent men.

Butler University, Indianapolis, Ind. General enrollment for the first semester, 1,350. Department of Journalism. Faculty: Charles V. Kinter, M.S., associate professor and head of the department; Ellsworth Maxwell, B.A., lecturer; Noble Ropkey, B.A., lecturer; Norman Isaacs, lecturer; Fred W. Lahr, B.A., lecturer; Samuel Pidgeon, B.A., lecturer; Maurice W. Kiefeker, B.A., lecturer; William R. Crabb, B.A., assistant; Lyman G. Hunter, B.A., lecturer in Radio Advertising. Enrollment: professional, 29; pre-professional, 53; miscellaneous, 8. Graduated in journalism last year (1941-42): 8 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; Professional fraternities, Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates, 50 per cent men.

California, University of, Berkeley, Cal. General enrollment for first semester, 13,968. Department of journalism. Faculty: Robert W. Desmond, Ph.D., professor of journalism and chairman of the department; Laurence R. Campbell, Ph.D., assistant professor of journalism; John V. Lund, A.B., instructor in journalism; Scott Newhall, lecturer in journalism; Philip F. Griffin, M.A., associate in journalism; Frederick J. Ludwig, A.B., associate in journalism. Enrollment: professional, 79; pre-professional, 31; miscellaneous, 60. Graduated in journalism last year (1941-42): 49 bachelors. Organizations: professional fraternities: Theta Sigma Phi, Pi Delta Epsilon, Alpha Delta Sigma, Pi Alpha Sigma, University Press Club, University Scribes (men's professional society). Normal distribution of graduates; 40 per cent men.

Creighton University, Omaha, Neb. General enrollment for first semester, 2,850. School of journalism. Faculty: Rev. T. S. Bowdern, S.J., Ph.D., regent of the school; Hugh Fogarty, Ph.B., assistant professor; Joseph Murphy, B.S.C., instructor; Charles Bongardt, LL.D. professor. Enrollment: professional, 18; pre-professional, 43; miscellaneous, 3. Graduated in journalism last year: 7 bachelors. Oragnizations: professional fraternities: Phi Epsilon, Pi Delta Chi. Normal distribution of graduates: 67 per cent men.

Denver, University of, Denver, Col. General enrollment for first semester, 4,304. Department of journalism. Faculty: Frances Mangum Foster, M.A., chairman of the department; Jennett Lotts, M.A., instructor; Blanches McNeal, instructor; L. A. Chapin, lecturer. Enrollment: professional, 38; pre-professional, 16. Graduated in journalism last year: (1941-42) 12 bachelors. Normal distribution of graduates: 75 per cent men.

Drake University, Des Moines, Iowa. General enrollment for first semester, 1,346. Department of Journalism. Faculty: E. L. Callihan, M.S. in J., B.J., professor of journalism and acting head of the department; L. E. Hoffman, Ph.B., LL.B., professor; James J. Fiderlick, B.A., professor, Robert W. Root, M.S. in J., lecturer; George Yates, lecturer. Enrollment: professional, 26; pre-professional, 32; miscellaneous, 12. Graduated in journalism last year (1941-42): 10. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Florida, University of, Gainesville, Florida. General enrollment for first semester, 2,503. Department of Journalism. Faculty: Elmer J. Emig, M.A. (on leave of absence), Professor of Journalism and Head of Department; William L. Lowry, B.A., Acting Head Professor; Allen Skaggs, Jr., B.A.J., Instructor in Journalism; Frank S. Wright, B.S.J. (on leave of absence), lecturer. Enrollment: professional, 35; pre-professional, 30; graduated in journalism last year, 5 bachelors. Organizations: professional fraternities, Sigma Delta Chi. Normal distribution of graduates, 100 per cent men.

Idaho, University of, Moscow, Idaho. General enrollment for first semester, 2,200. Department of Journalism. Faculty: William F. Swindler, M.A., Ph.D., assistant professor and head of department and executive secretary, Idaho State Editorial Association; Theodore A. Sherman, A.B., M.A., instructor. Enrollment: professional, 15; pre-professional, 18; miscellaneous, 5. Graduated in journalism last year (1941-42): 7 bachelors. Normal distribution of graduates: 30 per cent men.

Kent State University, Kent, Ohio. General enrollment for first quarter, 1,621. School of journalism. Faculty: William Taylor, M.A., professor of journalism and chairman of the school (on leave of absence); Frederick B. Marbut, M.A., assistant professor and acting chairman of the school; John Eckels, A.B., graduate assistant; Murray Powers, Vernon Cady, lecturers. Enrollment: professional, 22; pre-professional, 37; miscellaneous, 15. Graduates in journalism last year (1941-42): 8. Normal distribution of graduates: 75 per cent men.

Lehigh University, Bethlehem, Penn. General enrollment for first semester, 2,046. Division of Journalism. Faculty: Wallace R. Biggs, associate professor of English and head of journalism division (AM, MSJ); Kenneth K. Kost, A.B., instructor in journalism; Melvin P. Moorhouse, A.B., director of publicity and instructor in journalism. Enrollment: 20. Graduates in journalism last year (1941-42): 5 bachelors. Organizations: Pi Delta Epsilon, national honorary journalism fraternity. Normal distribution of graduates: all men.

Michigan State College, East Lansing, Mich. General enrollment for first semester, 6,317. Department of journalism. Faculty: A. A. Applegate, M.A., professor of journalism and head of the department; L. H. Geil, M.A., associate professor; Dean W. Kuykendall, M.A., instructor; Gene Alleman, B.S., lecturer; J. G. Duncan, B.S., assistant editor; E. B. Swingle, B.S., assistant extension editor, Enrollment: professional, 48; pre-professional, 54; miscellaneous, 1,043. Graduated in journalism last year (1941-42): 18 bachelors. Organizations: professional fraternities: Matrix, Sigma Delta Chi. Normal distribution of graduates: 65 per cent men.

Midland College, Fremont, Neb. General enrollment for first semester 316. Department of Journalism. Faculty: Eugene Schooley, professor of journalism. Enrollment: professional, 15; pre-professional, 10. Graduated in journalism last year (1941-42): 3 bachelors. Normal distribution of graduates: 60 per cent men.

Nevada, University of, Reno, Nevada. General enrollment for first semester, 800. Division of journalism. Faculty: A. L. Higginbotham, M.A., professor of journalism and head of the division; Charles T. Duncan, A.B., instructor in journalism; Mary Benton Smith, B.A., instructor in journalism; and five lecturers. Enrollment: professional, 22; pre-professional, 30; miscellaneous, 5. Graduated in journalism last year (1941-42): 6 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: University of Nevada Press Club. Normal distribution of graduates: 75 per cent men.

North Carolina, University of, Chapel Hill, N. C. General enrollment for first semester, 3,317. Department of Journalism. Faculty: O. J. Coffin, A.B., professor of journalism and head of the department; Phillips Russell, A.B., professor; J. Roy Parker, A.B., assistant professor. Enrollment: professional, 80; miscellaneous, 9. Graduated in journalism last year (1941-42): 40 bachelors. Normal distribution of graduates: 55 per cent men.

North Dakota, University of, Grand Forks, N. D. General enrollment for first semester, 1,200. Department of Journalism. Faculty: Arnold F. Cecka, head of department, assistant professor; Melvin Ruder, assistant professor (on leave); Alvin Austin, instructor (on leave); Fred J. O'Neil, instructor. Enrollment: professional, 14; pre-professional, 14; miscellaneous, 36. Graduated last year (1941-42): 6 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Matrix. Normal distribution of graduates: 50 per cent men.

Notre Dame, University of, Notre Dame, Ind. General enrollment for first semester, 3,000. Department of journalism. Faculty: John M. Cooney, Ph.D., professor of journalism and head of department; Edward J. Meehan, Litt.B., assistant professor; Gerald Cosgrove, assistant professor. Enrollment: professional, 54; miscellaneous, 10. Graduated in journalism last year (1941-42): 26 bachelors. Normal distribution of graduates: 100 per cent men.

Ohio University, Athens, Ohio. General enrollment for first semester, 2,751. School of journalism. Faculty: George Starr Lasher, M.A., professor of journalism and director of the school; Norman R. Buchan, Ph.D., LL.B., M.A., instructor; H. R. Jolliffe, Ph.D., instructor; Charles H. Harris, Ph.B., instructor; William F. Smiley, A.B., instructor; Dana Kelly, M.A., instructor; P. O. Nichols, instructor. Enrollment: professional, 84, seniors, juniors, sophomores; pre-professional, cannot be determined; miscellaneous, 31. Graduated in journalism last year (1941-42): 27 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Oklahoma Agricultural and Mechanical College, Stillwater, Okla. General enrollment for first semester, 5,100. Department of Technical Journalism. Faculty: Clement E. Trout, B.S., M.S., professor of journalism and head of the department; George F. Church, A.B., M.A., associate professor; Charles E. Bounds, B.J., M.A., assistant professor; Donald D. Burchard, A.B., M.A., assistant professor; William C. Stone, B.S., assistant in journalism. Enrollment: professional, 55. Graduated in journalism last year (1941-42): 12 bachelors, 1 master. Normal distribution of graduates, 60 per cent women, 40 per cent men.

Pennsylvania, University of, Philadelphia, Pa. General enrollment for first semester, 11,296. Division of the Department of English. Faculty: Reese D. James, Ph.D., associate professor of English, director; Mathias Shaaber, Ph.D., professor; P. C. Kitchen, associate professor; Cornell M. Dowlin, Ph.D., assistant professor. Enrollment: professional, 30; pre-professional, 180. Estimated number of graduates last year: 15.

University of Pittsburgh, Pittsburgh, Pa. General enrollment for first semester, 9,800. Division of Journalism. Faculty: Robert T. Graham, director; J. Stewart Hunter, instructor (on leave); Robert C. Machesney, instructor (on leave); Lawrence Irwin, instructor. Degrees of faculty members: Robbert X. Graham, M.A.J.; J. Stewart Hunter, M.A.; Robert C. Machesney, A.B.; Lawrence Irwin, A.B. Other faculty members: 17 Pittsburgh newspapermen and press association men are lecturers in journalism. These include: Joseph Snyder, Richard Shaner, Edward Werkman, Harry Keck, Chester I. Smith, Havey Boyle, Joseph Shuman, Lawrence Fagan, Alex Zebner, W. W. Forster, Edward T. Leech, Max Henrici, Royal Daniel, Jr., Oliver J. Keller, C. W. Dressler, Cy Hungerford and C. V. Starrett. Enrollment: Professional, 30; general, 50. Graduated in journalism last year: 7. Normal distribution of graduates: 80% men.

Rider College, Trenton, N. J. General enrollment for first semester, 1,050. Division of journalism. Faculty: James G. Johnson, B.A., M.A., head of the division of journalism; A. McKinney, B.S., A.M., associate professor; Frederick Lumm Ferris, Ph.B., M.A., associate professor. Enrollment: miscellaneous, 12; professional, 27; pre-professional, 22. Estimated number of graduates last year: 13 bachelors. Normal distribution of graduates: 50 per cent men.

South Carolina, University of, Columbia, S. C. General enrollment for first semester, 1,962. School of Journalism. Faculty: J. Rion McKissick, M.A., LL.D., president of the University, professor of journalism; Samuel C. DePass, LL.B., professor of journalism and dean of the school; Frank B. Wardlaw, instructor. Enrollment: professional, 63; miscellaneous, 17. Graduated in journalism last year (1941-42): 7 bachelors.

South Dakota State College, Brookings, S. D. General enrollment for first semester, 1,420. Department of journalism. Faculty: L. E. Donelson, M.S., professor of journalism and head of the department; Windsor Straw, B.S., assistant professor; E. B. Harding, B.S., instructor; G. L. Harding, B.S., instructor; Eileen Smith, B.S., instructor; A. D. Evenson, B.S., instructor; Esther Korstad, B.A., instructor. Earl Bales, B.S. photography instructor. Enrollment: professional, 8; pre-professional, 14; miscellaneous, 52. Graduated in journalism last year (1941-42): 3 bachelors. Organizations: professional fraternities: Sigma Delta Chi. Normal distribution of graduates: 90 per cent men.

South Dakota, University of, Vermillion, S. D. General enrollment for first semester, 778. Department of journalism. Faculty: E. G. Trotzig, A.B., A.M., associate professor and head of the department; G. R. Bauer, A.B., A.M., assistant professor; J. B. Towsley, A.B., lecturer. Enrollment: professional, 10; pre-professional, 22; miscellaneous, 65. Graduated in journalism last year (1941-42): 5 bachelors. Organizations: professional fraternities: Alpha Chi Alpha. Normal distribution of graduates: 50 per cent men.

Southern Methodist University, Dallas, Texas. General enrollment for first semester, 2,415. Department of journalism. Faculty: Lester Jordan, M.S.J., assistant professor and head of the department; George Bond, M.A., instructor; Chas. Frederick, M.A., LL.B., instructor; Wayne Gard, M.S.J., lecturer; William A. Payne, lecturer. Enrollment: professional, 33; pre-professional, 45. Graduated in journalism last year (1941-42): 11 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 50 per cent men.

Suffolk University, Boston, Mass. General enrollment for the first semester, 670. College of Journalism. Faculty: Harland B. Ratcliffe, B.S., assistant professor; Charles Griffin, B.S., M.B.A., LL.B., assistant professor; Arthur F. Williams, B.S., assistant professor. Enrollment: professional, 14; pre-professional, 30; miscellaneous, 3. Normal distribution of enrollment: 66 2/3 per cent men.

Temple University, Philadelphia, Pa. Gen-

(Continued on page 185)

COURT AND COMMERCIAL PAPERS OF U. S.

ALABAMA
Birmingham
Birmingham Daily Record, 2109 5th Ave., North, James J. Smith, Jr., James J. Smith, Sr., Pres., Ed.

CALIFORNIA
Bakersfield
Daily Report, 1660 Chester Av., Otis Hymer, Pub.
Fresno
Daily Real Estate Report, 2233 Fresno, P. O. Box 125, M. S. Webster & Sons, Pub. N. A. Webster, Mgr.
Los Angeles
Los Angeles Daily Journal, 121 North Broadway, D. W. Wilson, Pres. and Gen. Mgr.; A. A. McDowell, Sec. and Bus. Mgr.
Oakland
Inter-City Express, 518-22 Broadway, P. W. MacDonald, Ed.; J. C. Laney, Mgr.
Sacramento
The Daily Recorder, 801 Jay St., Leonard J. Hooper, Man. Ed.
San Diego
The Daily Transcript, P. O. Box 1670, L. L. Grandier, Pub.
San Francisco
The Recorder, 99 Van Ness Av., South, F. P. Kilsby, Gen. Mgr.; E. P. O'Day, Ed.
Stockton
The Daily Record, 520 East Market St., L. V. Peterson, Pub.

COLORADO
Colorado Springs
The Daily Transcript, 112 E. Churrur, Carlton L. Stuart, Ed. Fred Bernham, Mgr.
Denver
The Daily Journal, 1513 Tremont Pl., Herbert Fairall, Pub.

DISTRICT OF COLUMBIA
Washington Law Reporter, 518 Fifth St., N.W., R. A. Ford, Ed.

FLORIDA
Jacksonville
Financial News, 136 East Bay St., J. H. McManus, Mgr.
Miami
Miami Review and Daily Record, 25 South West Second Av., G. A. Coup, Pres. and Pub.

GEORGIA
Atlanta
Fulton County Daily Report, 133½ Pryor St., South West, Frank Kempton, Pub.

ILLINOIS
Chicago
Chicago Daily Law Bulletin, 34 North La Salle St., H. J. Macfarland, Pres.
Peoria
Peoria Daily Record, 105 Main St., George E. Johnson, Ed. & Pub.

INDIANA
Indianapolis
The Indianapolis Commercial, 223 East Ohio St., Mark R. Gray, Pres.-Ed.

IOWA
Des Moines
The Des Moines Daily Record, P. O. Box 975, R. D. Huston, Pres.; E. G. McIntire, Sec.-Mgr.
Sioux City
The Daily Report, 440 Commerce Bldg., W. C. Slotsky, Mgr.

KANSAS
Hutchinson
The Daily Record, 112 West Sherman Av., Harlow B. Brown, Gen. Mgr.
Topeka
The Topeka Daily Legal News, 410 Topeka Av., Nanon Herren, Ed. and Pub.; Doris Wehe, Mgr.
Wichita
The Daily Record, 210 South Emporia St., J. C. McGuin, Pub.

KENTUCKY
Louisville
The Daily Record, P. O. Box 446, Sue Hoover, Pub.

LOUISIANA
New Orleans
Official Daily Court Record, 430 Chartres St., James T. Montgomery, Pub.

MARYLAND
Baltimore
The Daily Record, 11-15 East Saratoga St., Edwin Warfield, Jr., Pres.; Frank T. Wallace, Gen. Mgr.

MICHIGAN
Detroit
The Detroit Legal News, Legal News Bldg., G. W. Curtis, Vice-Pres.; B. L. Thompson, Ed.

MINNESOTA
Duluth
Financial Record & Law Bulletin, 28 4th Av., W., R. S. Forgy, Pub.
Minneapolis
Finance and Commerce, 421 South Sixth St., Earl C. Maul, Pub.
St. Paul
St. Paul Legal Ledger, 242 East Fifth St., C. L. Klapproth, Pres.

MISSOURI
Kansas City
The Daily Record, 523 Locust St., E. E. Smith, Jr., Mgr.; E. E. Smith, Sr., Pub.
St. Joseph
The Daily Courier, Room 28, Court House, Janet S. Eastin, Pub.
St. Louis
St. Louis Daily Record, 1004 Market St., Hiram B. Morse, Chairman; Lucius B. Morse, Pres. & Gen. Mgr.
Springfield
Springfield Daily Events, 215 W. Commercial, Mrs. Lura Ray, Pub.

NEBRASKA
Lincoln
The Daily Reporter, 1610 N. St., Cornelius Gant, Pub.
Omaha
The Daily Record, 318 South 19th St., R. A. Talbot, Pub.

NEW YORK
Buffalo
The Buffalo Daily Law Journal, 66 Oak St., Charles A. Beringer, Pub.; Ray O'Mara, Mgr.
New York City
New York Law Journal, 17 Murray St., Archibald R. Watson, Ed.; Paul J. Carroll, Adv. Mgr.
Rochester
The Daily Record, 29 North Water St., John D. Lynn, Pres.; Edgar W. Stratton, Sec.-Mgr.
Syracuse
The Daily Register, Onandaga Bank Bldg., James Dahl, Pub.; D. J. Salmon, Mgn. Ed.
White Plains
Westchester Law Journal, 123 Court St., Frank Mallen, Pub.

OHIO
Akron
The Akron Legal News, Hower Building, Charles A. Beringer, Pub.; Wm. G. Loftus, Bus. Mgr.
Cincinnati
The Cincinnati Court Index, 534 Sycamore St., Rowland Shepard, Ed.; Wade Shepard, Mgr.
Cleveland
The Daily Legal News, 1240 Ontario St., Ralph Karlovec, Jr.; Ralph C. Karlovec, Sr., Gen. Mgr.
Columbus
The Daily Reporter, 329 South Front St. Harry L. Doud, Mgr.
Dayton
The Daily Court Reporter, 124 East Third St., Charles A. Beringer, Pub.; F. X. Zindorf, Bus. Mgr.
Toledo
The Toledo Legal News, 444 Huron St., H. J. Chittenden, Pub.
Youngstown
The Daily Legal News, 118 South Champion St., Charles A. Beringer, Pub.; Leonard Burch, Bus. Mgr.

OKLAHOMA
Muskogee
The Legal Record, 114 South Fourth St. E. C. Hoffman, Ed. and Mgr.
Oklahoma City
The Journal-Record, 17 West Third St., Katherine Neville, Mgr.
Okmulgee
Okmulgee County Record, 323 West Main St., J. J. Moroney, Pub.
Tulsa
Tulsa Daily Legal News, 313 South Cheyenne, W. Dexter Moss, Pres.

OREGON
Portland
Daily Journal of Commerce, P. O. Box 93, H. G. Haugsten, Mgr.

PENNSYLVANIA
Philadelphia
The Legal Intelligencer, 222 North 15th St., Harold C. Roberts, Ed.
Pittsburgh
Pittsburgh Legal Journal, 208-212 Grand St., Ross M. Blair, Ed. & Bus. Mgr.

TENNESSEE
Memphis
The Daily News, 242 Court St., Paul T. Jones, Pub.

TEXAS
Dallas
Daily Commercial Record, 614 Main St., W. H. Tallafero, Pub.
Fort Worth
Fort Worth Commercial Recorder, 317 West 13th St., James F. Pollock, Pub.
Houston
Daily Court Review, County Court House, Thomas H. Mays, Bus. Mgr.
San Antonio
The Commercial Recorder, 513 West Market St., Mrs. F. E. Miskimin, Pub.; Harry L. Miskimin, Bus. Mgr.

VIRGINIA
Norfolk
The Daily Record, 249 Court St., G. D. Dunbar, Pub.
Richmond
The Daily Record, 1309½ East Franklin St., Chas. Beringer, Pub.; Wm. F. Dunbar, Mgr.

WASHINGTON
Seattle
Daily Journal of Commerce, 83 Columbia St., L. Brown, Ed.
Tacoma
Tacoma Daily Index, 726 Pacific Av., Victor J. Hedberg, Pub.

WISCONSIN
Milwaukee
The Daily Reporter, 424 East Wells St., Webster Woodmansee, Ed.

NEWSPAPERS ISSUED IN TABLOID OR SMALL FORMAT

Amarillo (Tex.) Times
Atlantic City (N. J.) World
Augusta (Kan.) Gazette
Belle Fouche (S. D.) Post
Boston (Mass.) Record and American
Boulder City (Neb.) News
Burlington (Kan.) Republican
Casey (Ill.) Reporter
Cedar Falls (Iowa) Record
Chicago (Ill.) Times
Childress (Tex.) Index
Columbus (O.) Star
Dalhart (Tex.) Texan
Denver (Colo.) Rocky Mt. News
Hempstead (N. Y.) Newsday
Lake Worth (Fla.) Leader
Laramie (Wyo.) Bulletin
Larned (Kan.) Tiller & Toiler
Lebanon (Mo.) News
Miami Beach (Fla.) Tropics
Nanticoke (Pa.) Press
New Orleans (La.) Journal of Commerce
New York Corriere d'America
New York Mirror
New York News
New York Post
North Platte (Neb.) Bulletin
Opelousas (La.) World
Paterson (N. J.) Sunday Eagle
Philadelphia (Pa.) News
Redfield Journal-Observer
Rock Springs (Wyo.) Rocket
Rocky Ford (Colo.) Gazette-Topic
Salida (Colo.) Mail
St. John (Kan.) Capital
Siloam Springs (Ark.) Herald-Democrat
Springs (Ark.) Herald-Democrat
Silver City (N. M.) Press & Independent
Trinidad (Colo.) Light
Walsenburg (Colo.) World-Independent
Washington (D. C.) News
Watseka (Ill.) Iroquois County Times
Worland (Wyo.) Northern Wyoming News
Yonkers (N. Y.) Record
Yonkers (N. Y.) Times

CANADA
Lindsay (Ont.) Post
Montreal (P. Q.) La Patrie
Montreal (P. Q.) Matin
Montreal (P. Q.) Le Petit Journal
Montreal (P. Q.) Photo Journal.

PUBLICATIONS ISSUED FOR NEWSPAPER CARRIER FORCES

CALIFORNIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Los Angeles	Evening Herald Express	Junior Merchant	4	5 cols. x 16"	Monthly	Roy E. Walker
	Examiner	Junior Examiner	4-8		Monthly	E. D. Marston
	Times	Carrier News	8	10½ x 15 tab.	Monthly	
San Francisco	News	News Junior	4	11 x 17	Monthly	Hal Curtis
Stockton	Record	Circulation Say-So	4	9⅜" x 16"	Monthly	Art Corrigan

ILLINOIS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Chicago	Herald-American	Carrier's Voice	8	10½ x 15½	8 times ann.	Harry J. Howel

INDIANA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Terre Haute	Star	Star Carriers' Christmas Greetings	4 tab.	10 x 16	Yearly	Howard Dyer
	Tribune	Tribune Carriers' Christmas Greeting	8 tab.	10 x 16	Yearly	John Drake

IOWA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Davenport	Democrat & Leader	Hustler	4 tab.		6 times yearly	Chas. E. Grayson
Des Moines	Register & Tribune	Route Builder	4	5 col. 16"	Monthly	Hallie Podrebarac
		Carrier Salesman	4	5 col. 16"	Monthly	Hallie Pondrebarac

KANSAS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Topeka	Capital	Carrier Bulletin	6	9" x 11½"	Monthly	Russ Chesem

MASSACHUSETTS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Worcester	Telegram & Gazette	Brass Tacks	4	10¾ x 15¼	Monthly	Angela F. Honney

MICHIGAN

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Saginaw	News	The Newsbag	7	5½" x 8½"	Monthly	Harry S. Lund

NEBRASKA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Grand Island	Independent	Bulletin	2	8½" x 14"	Weekly	Earl O. Peeler
Lincoln	Star	The Star Junior	4	tab.	Monthly	P. F. Johnson
	Journal	Little Merchant	4	tab.	Monthly	Gladys Callander
Omaha	World-Herald	Increaser	4	11½ x 16½	Monthly	Robert Laird

NORTH CAROLINA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Asheville	Citizen-Times	Junior	4	8½ x 8½	Semi-Mthly.	B. B. Humphries
Fargo	Forum	Route Builder	4	tab.	Monthly	George W. Platt

OHIO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Cleveland	Press	Junior Bulletin	6-8	12 x 18	Irreg.	M. H. Schwendeman
Columbus	Dispatch	Hustler	4	12 x 14	Monthly	S. A. Tankovich

OKLAHOMA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Shawnee	News and Star		2	8 x 14	Weekly	Paul McGowan

PENNSYLVANIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Lancaster	Lancaster Newspapers, Inc.	Snips	8	7½ x 11"	Monthly	R. C. Steinmetz
Pittsburgh	Press	The Lighthouse	4	11" x 14½"	Monthly	W. R. Rauck
Williamsport	Grit	Push	16	6 x 9	Monthly	George W. Stabler

TEXAS

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Fort Worth	Star-Telegram	Junior	6	6½" x 4"	Monthly	James Byron

WASHINGTON

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Longview	News	Hustler	1		Weekly	E. A. McKee
Seattle	Post-Intelligencer	Dawn Patrol	6-8	7 x 9	Every 6 wks.	

DOMINION OF CANADA

ALBERTA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Calgary	Herald	Go-Getter	4	9 x 12½	Monthly	George Jackson

BRITISH COLUMBIA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Vancouver	Sun	Hustler	4	5 col. x 15"	Monthly	Morgan Widden
	News-Herald	Corner Reporter	4	4 col. x 11"	6 times yrly.	Gerry W. Douglas
Vancouver	Province	Live Wire	4	10 x 14 5 cols.	Monthly	G. W. Langdale

MANITOBA

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Winnipeg	Tribune	Live Wire	4	16½ x 11¾	Monthly	C. Irving Keith

ONTARIO

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Toronto	Globe & Mail	Carrier	4	Tab.	Monthly	A. G. Rubbra
	The Star Weekly	The Carrier Salesman	4	6½" x 10"	Monthly	Stewart A. Woods
	Daily Star	The Route Builder	4	9⅜" x 12¼"	Monthly	Stewart A. Woods
	Daily Star & The Star Weekly	The Route Builder	8	9½" x 12¼"	Monthly	Donald F. Dunk

SASKATCHEWAN

City	Name of Parent Newspaper	Name of Carrier Pub.	Average No. of Pages	Page Dimens.	Frequency of Issue	Name of Editor
Regina	Leader-Post	Carrier-Salesman	6	8½ x 11	Monthly	T. R. Melville-Ness
Saskatoon	Star-Phoenix	The Paper Bag	4	Tab.	Monthly	George P. Naish

ADVERTISING CLUBS OF U. S. AND CANADA

ARIZONA

Phoenix Advertising Club—Pres.: Ben Projan, P. O. Box 191; Sec.: Fred Mathews, Foster & Kleiser Co., 808 West Washington St.

ARKANSAS

Advertising Club of Little Rock—Pres.: Ben P. Hamilton, Democrat Ptg. & Litho Co., 114 E. 2nd St.; Sec.: Earl L. Saunders, S. M. Brooks Adv. Agency, Union Bank Bldg.

CALIFORNIA

Fresno Advertising and Sales Club—Pres.: Charles Palmer, Pacific Gas & Electric Co.

Advertising and Sales Club of Long Beach—Pres.: Wade Mapiethorpe, Press-Telegram-Sun.

Advertising Club of Los Angeles—Biltmore Hotel—Pres.: Fred J. Tabery, Menard & Tabery, 3443 S. Hill St.; Managing Direc.: Roy S. Kellogg. Advertising Club of Los Angeles, 1326 Biltmore Hotel.

Los Angeles Advertising Women—Pres.: Mrs. Thelma Carnall, William Carnall Typography, 1220 Maple Ave.; Corres. Sec.: Miss Martha Gaston, Radio Station KFOX, Broadway Arcade Bldg.

Junior Advertising Club of Los Angeles—Pres.: Don Stuart, Foster-Quinn Company, 421 East Sixth St.

Junior Division, Los Angeles Advertising Women—Pres.: Edith M. Grundig, 415 N. New Hampshire; Sec.: Edith Sumner, 762 N. Heilotrope Dr.

Advertising Club of Oakland—254 Hotel Oakland—Pres.: Robert S. Hunter, Hunter Advertising, 1924 Franklin St.; Sec.-Treas.: Helen Augsburg, 414 13th St.

Advertising and Sales Club of Sacramento—President: John H. Schacht, Pacific Gas & Electric Co., 11th & Kay Sts.,; Sec'y.-Treas.: Clift Boggess, Box 959.

Advertising Club of San Diego, 401 Southern Title Bldg.—Pres.: Fran Ide, Union Tribune, Union Bldg.; Exec. Sec.: Miss Mary Alice Haggard, Advertising Club of San Diego, 401 Southern Title Bldg.

Junior Advertising Club of San Diego—Pres.: Lauran Clapp, San Diego Consolidated Gas & Electric Co.; Club Office, 401 Southern Title Bldg.

WASHINGTON, D. C.

Pres.: Louis D. Krakow, District Grocery Stores; Sec.: Charles J. Columbus, Suite 164, Hotel Raleigh; Treas.: Ernest S. Johnston, Lewis Adv. Agency.

San Francisco Advertising Club—116 New Montgomery St.—Pres.: R. G. Landis, Adv. Director Shell Oil Co.; Sec.: Mrs. Glory Palm, Zellerbach Paper Co.; Exec. Sec.: Miss Florence Gardner, San Francisco Advertising Co., 116 New Montgomery St.

Junior Departmental San Francisco Advertising Club—645 Rialto Bldg.—Chairman: J. S. Holloway, W. P. Fuller & Co., 301 Mission St.; Sec.: Ruth M. Carr, Ruthrauff & Ryan, Russ Bldg.

Santa Barbara Advertising Club—Pres.: Charles A. Storke, News-Press Publishing Co., De la Guerra Plaza.

Stockton Advertising Club—Pres.: Don Reid, Stockton Record; Sec.: Russ Glenn, P. O. Box 900.

Advertising Club of Vallejo.

COLORADO

Advertising Club of Denver—Pres.: Arthur J. Naylor, Naylor Multigraphing Co., 829-15th St.; Sec.: W. Bruce McLeran, Adv. Mgr., 728 Denver National Bldg.

CONNECTICUT

Advertising Club of Hartford—Pres.: C. Glover Delaney, Mgr., Radio Station WTHT; Sec.: Miss Florence G. Farrell, Sec., Hartford Chamber of Commerce, 805 Main St.

New Haven Advertising Club—Pres.: Charles E. Smith, New Haven Railroad, 71 Meadow St.; Sec.: Herman S. Hodes, 152 Temple St.

Waterbury Advertising Club—

DELAWARE

Advertising Club of Wilmington—Pres.: Lloyd R. Leslie, Delaware Power & Light Co.; Sec.-Treas.: Harry C. Harbison, News-Journal Co., News-Journal Bldg.

DISTRICT OF COLUMBIA

Advertising Club of Washington—Raleigh Hotel—

FLORIDA

Advertising Club of Jacksonville—Pres.: M. T. Newman, Pres., Associated Advertising Agency, Inc.

Miami Advertising Club—Pres.: Palmer Tyler, Ingraham Bldg.; Sec.: Norman Wise, Engravers, Inc., 68 West Flagler St.

Advertising Club of St. Petersburg—Pres.: Jerry Wigley, Advertising Mgr., Radio Station WSUN; Sec.-Treas.: Coleman Rogers, Editor, The Florida Icer.

Tampa Advertising Club—Pres.: Howard Parker, Tribune Press; Sec.: Mrs. June Connor, Exchange National Bank.

GEORGIA

Atlanta Advertising Club—Pres.: Chess Lagomarsino, Jr., Davison-Paxon Co., 180 Peachtreet St.; Sec.: Miss Gussie Jones, Atlanta Gas Light Co.; Exec. Sec.: Mrs. Hubert Anderson, 1439 Citizens & Southern Bank Bldg.

Advertising Club of Columbus—Pres.: F. X. Poster, J. A. Kirven Co.; Sec.: Miss Anice Wismer, Radio Station WRBL.

IDAHO

Boise Advertising Club—Pres.: Gilert L. Stanton, Idaho Power Co., Boise, Idaho.

ILLINOIS

Chicago Federated Advertising Club—Hotel Sherman—Pres.: Lloyd Maxwell, Roche, William & Cunnynham, Inc., 310 South Michigan Ave.; Sec.: Norman C. Green, Crowell-Collier Publishing Company, 333 North Michigan Ave.; Exec. Sec.: Kathryn Wilcox, Suite 332, Hotel Sherman.

Women's Advertising Club of Chicago—Pres.: Karen Fladoes, Peoples Gas Light & Coke Co., 122 South Michigan Ave.; Corres. Sec.: Esther Holmes, James C. Holmes & Son, 5627 South Halsted St.

Junior Advertising Club of Chicago—Pres.: Arvid Hamrin, Standard Rate & Data Service, 333 North Michigan Ave.; Sec.: Adolph Kiefer, W. O. Kling & Associates.

Peoria Advertising and Selling Club—Hotel Pere Marquette—Pres.: E. Kirby Jeneson, Otis Elevator Co., 1701 Alliance Life Bldg.; Sec.: Wesley C. Heppard, Peoria Spring Co.

INDIANA

Advertising Club of Indianapolis—Pres.: R. Blayne McCurry, Rough Notes Co., 1142 N. Meridian St.; Sec.: Harold L. Ross, Indianapolis Athletic Club, 350 North Meridian St.

Merchandisers Club of Saint Joseph Valley (Inter-city Club)—

IOWA

The Advertisers Club of Davenport—Pres.: Prog. Ch. also L. O. Fitzgibbons, Commercial Mgr., Radio Station WOC, 1000 Brady St.; Sec.: Harold Jacobsen, 2021 Vine St.

Advertising Club of Des Moines—Pres.: Les Suhler, Look, Inc., 1912 Grand Ave.; Sec.: G. Wallace Lundgren, Conn. Mutual Life Insurance Co., 921 Fleming Bldg.

Advertising Club of Muscatine—

KANSAS

Wichita Advertising Club—Pres.: Ernest S. Newcombe, Wichita Light, 311 Bitting Bldg.; Sec.: Paul Lago, The Cardwell Manufacturing Co., 801 South Wichita.

KENTUCKY

Advertising Club of Louisville—Pres.: Walter P. Jobson, Jobson Printing Co., 643 West Hill St.; Sec.: Henry C. Colgan, Colgan Letter Service, 405 Fourth St.

LOUISIANA

Advertising Club of New Orleans—Pres.: Moize Block, 506 Fern St.; Sec.: Nelson Swayze, New Orleans Daily States.

Advertising Club of Shreveport—Pres.: Paul E. Clay, Arkansas Louisiana Gas Co.; Sec.: J. T. Briggs, M. Levy Co.

MARYLAND

Advertising Club of Baltimore, 1222 Emerson Hotel—Pres.: W. T. Childs, Stein Bros. & Boyce, 6 South Calvert St.; Sec.: Edward F. Requard, Neudecker Tobacco Co., 119 South Howard St.

Women's Advertising Club of Baltimore—Pres.: Martha Ross Temple, Radio Station WFBR, 10 East North Ave.; Sec.: Elsie Kane, Better Business Bureau, 330 North Charles St.

MASSACHUSETTS

Advertising Club of Boston—Statler Hotel—Pres.: Ernest Hoftyzer, Boston Record-American, 5 Winthrop Sq.; Sec.: Carleton W. Richardson, Vice-Pres., United Business Service, 210 Newbury St.; Exec. Sec.: Miss Jennette Gold, Advertising Club of Boston, Statler Hotel.

Junior Advertising Club of Boston—Statler Hotel—Pres.: Thomas E. Dolan, Boston Record-American, 5 Winthrop Sq.; Sec.: Dorothy Adams, Dennison Manufacturing Co., Framingham, Mass.

Old Colony Advertising Club of Brockton—Pres.: N. N. Marshman, 39 Pleasant St., Bridgewater, Mass.; Sec.: A. H. Sullivan, 457 Summer St.

Advertising Club of Springfield—Pres.: Robert N. Fuller, G. & C. Merriam Co., 47 Federal St.; Sec.: Roger J. Nowell, Paper House of New England, 42 Hampden St.

Advertising Club of Worcester—Pres.: Merton C. Flemings, C. A. Esty Paper Co., 185 Commercial St.; Sec.: J. Vincent Burns, Waite Hardware Co., 189 Front St.

MICHIGAN

Albion—Advertising Round Table of Southern Michigan—Pres.: Alan Ballantyne, Novo Engine Co., Lansing, Mich.; Sec.: Keith Redner, Battle Creek Bread Wrapping Machine Co., Battle Creek, Mich.

Adcraft Club of Detroit, 2237 Book Tower—Pres.: D. C. Murray, Detroit Mgr., Fortune Magazine, 8-244 General Motors Bldg.; Sec. to Board: E. A. Schirmer, Detroit Mgr., The Crowell-Collier Publishing Co., 4-261 General Motors Bldg.; Sec.-Mgr.: Harold M. Hastings, Adcraft Club of Detroit, 2237 Book Tower.

Women's Advertising Club of Detroit—Pres.: Alberta Stutsman, Mass. Mutual Life Insurance Co., 1680 National Bank Bldg.; Corres.-Sec.: Evelyn M. Bates, 1435 Burlingame Ave.

Junior Adcraft Club of Detroit—Contact: Harold M. Hastings, Sec. Mgr., Adcraft Club of Detroit, 2237 Book Tower, Detroit, Mich.

Advertising Club of Grand Rapids—Pres.: Norris D. Plumb, Food City Super Markets, 225 Logan St., S.W.; Cec.: A. William Honecker, Franklin Fuel Co., 145 Franklin St., S.W.

Women's Advertising Club of Grand Rapids—Pres.: Miss May Ella Hudson, 931 Merrifield, S.E.; Corres.-Sec.: Florence Miller, Etheridge Company; 549 Ottawa Ave., N.E.

Sales and Advertising Club of Lansing—Pres.: Don Hultquist, Sears, Roebuck & Company; Sec.-Treas.: Bob Huxtable, Weissinger Paper Co., 201 North Hosmer St.

MINNESOTA

Advertising Club of Minneapolis—Pres.: John T. Foley, 1200 Second Ave. South.; Sec.: W. C. Strang, 224 South Fifth St.

Women's Advertising Club of Minneapolis—Pres.: Grace W. Bell (Mrs. E. Earl), Advertising Mgr., Woman's Club Bulletin, 4123 Pillsbury; Sec.: Maurine A. Falk (Mrs. H. C.), Krieg Letter Co., 122 South Sixth St.

Advertising Club of Saint Paul—Pres.: Reuel D. Harmon, Webb Publishing Co., 55 E. 10th St.; Sec.: Roy H. Smallwood, Wm. H. Ziegler Co., 2331 University Ave.

MISSOURI

Advertising Club of Kansas City—Hotel President—Pres.: Murrel Crump, Advertising Mgr., Sinclair Coal Co., 114 West 11th St.; Sec.: L. A. Roblee, General Outdoor Advertising, 1700 East 15th St.; Exec. Sec.: Miss Gerry McKelvey, Advertising Club of Kansas City, Hotel President.

Junior Advertising Club of Kansas City—Contact: Miss Gerry McKelvey, Exec. Sec., Advertising Club of Kansas City, M-1, Hotel President, Kansas City, Missouri.

Advertising Club of St. Louis, 1014 Locust St. (Hotel DeSoto)—Pres.: Carl F. Meyer, Jr., Meyer Bros. Drug Co., 4th & Clark Ave.; Sec.: Robert Lee Johnson, Johnson, Inc., 105 South Ninth St.; Office Mgr.: Miss M. M. Smith, Advertising Club of St. Louis, 1014 Locust St.

Women's Advertising Club of St. Louis—Pres.: Clara T. Pendleton, City Plan Commission, 342 Civil Court House; Sec.: Mrs. Claire H. Carl-Carl, Radio Station KWK, Hotel Chase.

Junior Advertising Club of St. Louis—Pres.: Vernon Morelock, Anfenger Advertising Agency, 1706 Olive St.; Sec.: Walter Boettinger, Acme Paper Co.

NEBRASKA

Lincoln Advertising Club—

Omaha Advertising Club, Inc.—Pres.: Charles A. Gallup, Bozell and Jacobs, 510 Electric Bldg.; Sec.: Harold Nieman, Roberts Dairy Co., 2901 Cuming St.

NEW JERSEY

Advertising Club of Newark—Pres.: Willard E. Bowman, Newark Star-Ledger; Sec.: A. W. Lewin, A. W. Lewin Co., Inc., 11 Commerce St.; Treas.: Emanuel London, United Advertising Agency.

Advertising Club of New Brunswick—

NEW YORK

Advertising Club of Albany—Pres.: A. N. Woodhead, 126 State St.; Sec.: Eleanor Walter, Radio Centre.

Advertising Club of Binghamton—Pres.: Robert Dunn, Advertising Dir., Agfa Ansco Corporation; Sec.: Emma Kay, Advertising Mgr., Spaulding Bakeries.

Greater Buffalo Advertising Club—Hotel Statler—Pres.: Wm. S. McKinley, Prudential Insurance Co., 505 Erie County Bank Bldg.; Exec. Sec.: Floyd M. Crawford, Greater Buffalo Advertising Club, 9 Hotel Statler.

Buffalo League of Advertising Women—Pres.: Alice E. Glazier (Mrs. Richard M.), 203 Ellicott Sq.; Sec.: Elizabeth Gibbons, 33 Beard Ave.

Adcraft Forum of Buffalo—Chrm.: Melvin F. Hall, 220 Delaware Ave.; Sec.: Donald A. Thomas, 737 Ashland Ave.

Jamestown Advertising and Sales Club—Pres.: Harold G. Griffith, 227 Crossman St.; Sec.: Jasper M. Rowland, 35 Ellis Ave.

Medina Advertising Club—Pres.: Lee J. Skinner; Exec. Sec.: William Pratt.

Advertising Club of New York—23 Park Ave.—Pres.: John A. Zellers, Vice-Pres., Remington Rand, Inc., 315 Fourth Ave.; Mng. Dir.: Charles C. Green, Advertising Club of New York, 23 Park Ave.

Advertising Women of New York, Inc.—47 West 34th St.—Pres.: Mrs. Barbara Daly Anderson, Dir., Consumer Service Bureau, Parents' Magazine, 52 Vanderbilt Ave.; Corres. Sec.: Pearl Hagens, 5 Prospect Pl.; Exec. Sec.: Mrs. Mabel Blake, Tip Top Letter Shop, 47 West 34th St.

Association of Advertising Men of New York—Pres.: Raymond Teller, Whitney Manufacturing Co., 240 Madison Ave.; Sec.: Jesse Stechel, Liquor Publications, 220 East 42nd St.

Rochester Advertising Club—

Women's Advertising Club of Rochester—Hotel Rochester—Pres.: Miss Marietta Lechleiter; Sec.: Miss Dorothy Milne.

Advertising Club of Schenectady—Pres.: Robert L. Gibson, General Electric Co., One River Rd.; Sec.: Miss Irma Lemke, Radio Station WGY.

Advertising Club of Staten Island—Pres.: Fred L. Shaner, 215 Windsor Rd.

Advertising Club of Syracuse—Pres.: Harry Hawkins, 225 Paul Ave.; Sec.: Miss Marciana Huches, Syracuse Trust Co., 344 South Warren St.

Advertising Club of Utica—Pres.: James M. Brown, Maher Brothers, 101 Lafayette; Sec.: E. C. Schram, 808 Union St.

NORTH CAROLINA

Advertising Club of Charlotte—Pres.: Thomas C. Evans, J. B. Ivey & Co.; Sec.: John L. Fort, 116 West Third St.

OHIO

Advertisers' Club of Cincinnati—Pres.: James W. Petty, Advertising Mgr., The H. & S. Pogue Co.; Sec.: A. H. Apking, 227 Hotel Gibson.

Junior Advertisers' Club of Cincinnati—Pres.: Bernard Posner, Schenley Distilleries; Sec.: Frances Pressman, The Advertiser.

Cleveland Advertising Club—Hotel Statler—Pres.: Leo P. Doyle, Adv. Dir., Cleveland News; Sec.: Horace C. Treharne, Cleveland Advertising Club, Hotel Statler.

Women's Advertising Club of Cleveland—Pres.: Madeleine E. Boccia, Sales Mgr., Fort Massac Chair Co., 750 Prospect Ave.; Corres. Sec.: Cora Geiger Newald, Lang Fisher & Kirk, 1010 Euclid Ave.

Advertising Club of the Columbus Chamber of Commerce—Pres.: Paul Ahern Kelly, Capital Finance Corporation, 42 East Gay St.; Sec.: James A. Maddox, Columbus Chamber of Commerce, 30 East Broad St.

Advertising Club of Dayton—

Advertising Club of Lima—The Barr Hotel—Pres.: James V. Skaates, Cook Tower; Sec.: Norman Krenzberg, 311 East Market St.

Advertising Club of Toledo—Pres.: Allen Saunders, 717 Security Bldg.; Sec.: Carl J. Berg, Chamber of Commerce.

Women's Advertising Club of Toledo—Pres.: Helen Dunn, Holland, Ohio.; Sec.: Edith Brenizer, John O. Munn Co., Toledo Trust Bldg.

Youngstown Advertising and Sales Club—Pres.: R. N. Hackett, Youngstown Vindicator; Sec.: Lew H. Muehlbauer, Chamber of Commerce, Union National Bank Bldg.

OKLAHOMA

Advertising Club of Oklahoma City—Pres.: Gene L. Cooper, Braun & Company, 2915 First National Bldg.; Sec.-Treas.: Karl Sutton, 219 North Harvey St.

Tulsa Advertising Federation—Pres.: J. Robert York, Newspaper Printing Corp.; Sec.-Treas.: Edwin S. Vincil, The Mills-Wolfe Corporation, 116 East Third St.

OREGON

Advertising Federation of Portland—277 Multnomah Hotel—Pres.: Burton Durkee; Sec.: Hal Short.

Women's Advertising Club of Portland—Pres.: Miss Margaret Findlay, 424 SW. Fifth Ave.

Salem Advertising Club—Pres.: George Arbuckle, 481 State St., Salem, Oregon; Sec.: E. E. Thomas, Statesman Publishing Co.

PENNSYLVANIA

Advertising and Sales Club of Erie—Pres.: C. A. Penske, Erie Printing Co.; Sec.: Ray Hall, Hall Advertising Co.

Advertising Club of Greensburg—Pres.: Fred Hudson, Crown Fuel Co.; Sec.: Eric Zimmerman, Penn Albert Hotel.

Advertising Club of Johnstown—Pres.: Tom Nokes, Sec.-Treas., Johnstown Poster Advertising Co., 301 Central Ave.; Sec.: Ludwig H. Henning, Fisher Bldg., Main St.

Poor Richard Club of Philadelphia—1319 Locust St.—Pres.: Peter L. Schauble, Vice-Pres., Pennsylvania Bell Telephone Co.; Sec.: V. Winfield Challenger, N. W. Ayer & Son, Inc., W. Washington Sq.; Mgr.: Jere Lane, Poor Richard Club, 1319 Locust St.

Philadelphia Club of Advertising Women—Pres.: Miss Elizabeth V. Wilson, W. H. Hoedt Studios, Inc.; 212 West Washington Sq.; Corres. Sec.: Mrs. E. H. Thomas, 1202 Land Title Bldg.

Pittsburgh Advertising Club—Pres.: Alan A. Wells, Kaufmann's, Fifth Ave.; Sec.: J. A. Cullison, Adv. Mgr., National Fireproofing Corporation, 202 East Ohio St., N.S.

Women's Advertising Club of Pittsburgh—Pres.: Miss Betty Hoyer, Boyd's, Inc., Smithfield at Fourth; Corres. Sec.: Miss Mary O'Hara, Pittsburgh Press, Boulevard of Allies.

RHODE ISLAND

Town Criers of Rhode Island, Providence—Chief Crier: Benjamin Northrup, E. A. Johnson Co., 71 Peck St.; Scrivener: John O'Donnell, 1419 Industrial Trust Bldg.

Women's Advertising Club of Providence—Pres.: Janet N. Archibald, Adv. Mgr., Hadley Co., Inc., 297 Dexter St.; Corres. Sec.: Mrs. May Lyle, Victor Cleansing Co., Wayland Sq.

TENNESSEE

Advertising Club of Knoxville—Pres.: Dave Jenkins, S. H. George & Sons; Sec.: George Mankel, News-Sentinel.

TEXAS

Dallas Advertising League—Pres.: R. L. Johnson, Texas Power & Light Co.; Sec.-Treas.: Louis I. Yeidel, Texas Letter Co., 303 Southland Annex.

Advertising Club of Fort Worth—Pres.: Roy G. Tomlinson, Fort Worth Star-Telegram; Sec.-Treas.: Miss Margaret Hall, Commercial Recorder, 319 West 13th St.

Advertising Association of Houston—Acting Pres.: Dale Rogers, Jr., Rogers-Gano Advertising Agency, First National Bank Bldg.; Sec.-Treas.: M. M. McCune, Graphic Arts Association, Electric Bldg.

San Antonio Advertising Club—Pres.: Jack A. Millburg, Sec.-Mgr., San Antonio Graphic Arts Federation, 801 Milam Bldg.; Sec.-Treas.: Leroy Swartzkopf, D & M Advertising Co., P. O. Box 1300.

UTAH

Ogden Advertising Club—Pres.: Albert Epperson, Weekly Reflex, Kaysville, Utah.

Salt Lake Advertising Club—Pres.: R. T. Harris, R. T. Harris Advertising Agency, First National Bank Bldg.; Sec.: Joe R. Ray, Utah Bank Note Co., 228 Edison St.

WASHINGTON

Advertising and Sales Club of Seattle—Pres.: George Weber, MacWilkins & Cole, 920 Republic Bldg.; Sec.: Lila Arnold Casady, Mail Advertising Bureau, Inc., 209 Seneca St.

Advertising and Sales Club of Seattle—Junior Departmental—Pres.: Doris Lincoln, Frederick & Nelson; Contact: Mrs. Lila Arnold Casady, Executive Secretary, Advertising & Sales Club of Seattle, Mail Advertising Bureau, Inc., 209 Seneca St., Seattle, Wash.

Advertising and Sales Association of Spokane—Pres.: Dr. Orville C. Pratt, Administration Bldg., 503 4th Ave.; Sec.: Claude Starling, Buckeye Ptg. Co., N. 21 Monroe St.

Tacoma Advertising and Sales Club—Pres.: Robert E. Sconce, War Savings Staff, Treasury Department, 624 Broadway; Sec.-Treas.: Miss Alice Kessler, Douglas Fir Plywood Association, Tacoma Bldg.

Tacoma Advertising & Business Women's Club—Pres.: Alice Bender, Teats, Teats & Murray, Fidelity Bldg.; Sec.: Vera Parsons, Weyerhaeuser Timber Co., Tacoma Bldg.

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA

Advertising Federation of America—J. A. Welch, The Crowell-Collier Publishing Company, 250 Park av., New York, N. Y., president; Elon G., Borton, LaSalle Extension University, 4101 South Michigan ave., Chicago, chairman of the board; Clara H. Tillessen, Philadelphia Electric Company, Philadelphia, secretary; Earle Pearson, 330 West 42nd st., New York, manager.

Advertising Manager Association of Wisconsin Daily Newspapers—Dale D. Karstaedt, Journal-Times, Racine, Wis., president; Bruce Tower, News, Kenosha, Wis., secretary-treasurer; Royal La Rose, Post Crescent, Appleton, Wis., vice-president (local display); Allen C. Nequitle, Daily News, Beliot, Wis., vice-president (general display); Sam J. Friedman, Times, Watertown, Wis., vice-president (smaller dailies).

Advertising Women of New York, Inc.—Mrs. Daly Anderson, Parents Magazine, 52 Vanderbilt av., New York, president; Pearl Hagens, Modern Packaging, 122 East 42nd st., New York, secretary; Mabel S. Blake, 47 West 34th st., New York, executive secretary.

Advertising Specialty National Ass'n.—Jas. B. Talcott, The Gerlach-Barklow Co., Joliet, Ill., president and chairman of the board; R. M. Searle, 1426 G st., NW., Washington, D. C., secretary-treasurer.

Agricultural Publishers Association — Charles E Sweet, Capper Publications, Inc., Topeka, Kan., president; Victor F. Hayden, executive secretary.

Alabama Press Association—Ben A. Green, Tuscaloosa (Ala.) News, president; Doyle L. Buckles, University, Ala., field manager and secretary-treasurer.

Allied Daily Newspapers of Washington—Fred F. Chitty, general manager, Olympia (Wash.) Daily Olympian, president and chairman of the board; Lew Selvidge, 201 Rockway-Leland Bldg., Olympia, Wash., executive secretary and manager.

Allied Sacramento Valley Newspapers—Mrs. E. M. Sehorn, Sr., Willows Journal, president; J. W. Sehorn, Woodland Democrat, secretary.

Alpha Delta Sigma, National Professional Advertising Fraternity—W. F. G. Thacher, School of Journalism, University of Oregon, Eugene, Ore., president; Lou E. Townsend, Bank of America, San Francisco, chairman of the board; E. K. Johnston, School of Journalism, University of Missouri, Columbia, Mo., secretary.

American Agricultural Editors Association —President James G. Watson, editor New England Homestead, Springfield, Mass.; vice-president, Ray Gilkerson, Kansas Farmer, Topeka, Kans.; secretary-treasurer, John Strohm, Prairie Farmer, Chicago.

American Association of Advertising Agencies—John Benson, 420 Lexington av., New York, president; William Reydel, Newell-Emmett Company, 40 E. 34th st., New York City, chairman of the board; J. J. Hartigan, Campbell-Ewald Company, General Motors Bldg., Detroit, secretary; Frederic R. Gamble, 420 Lexington av., New York, managing director.

American Association of Newspaper Representatives—Ray H. McKinney, 30 Rockefeller Plaza, New York City, president; Gerald B. McDonald, 285 Madison av., New York City, secretary.

American Association of Teachers of Journalism—Douglass W. Miller, School of Journalism, Syracuse University, Syracuse, N. Y., president; Dr. Norval Neil Luxon, School of Journalism, Ohio State University, Columbus, Ohio, secretary.

American Society of Newspaper Editors—W. S. Gilmore, Detroit News, president; Basil L. Walters, Minneapolis Star-Journal and Tribune, secretary; David Lawrence, United States News, treasurer.

American Newspaper Publishers Association—Walter M. Dear, Jersey Journal, Jersey City, N. J., president; Norman Chandler, Los Angeles Times, Calif., secretary; William G. Chandler, Scripps-Howard Newspapers, New York, treasurer; Cranston Williams, 370 Lexington av., New York, general manager.

American Paper and Pulp Association—Geo. H. Mead, Mead Corporation, Chillicothe, Ohio, president; E. W. Tinker, 122 East 42nd st., New York, executive secretary.

Arizona Newspapers Association—Chas. A. Mitten, Mesa Journal-Tribune, president; Chas. F. Willis, Phoenix Mining Journal, secretary-treasurer.

Arkansas Press Association—Roy L. Elliott, Fordyce (Ark.) News, president and chairman of the board; Sam Schwieger, Fayetteville, Ark., secretary and manager; Mrs. E. R. Stafford, Springdale News, treasurer.

Associated Business Papers, Inc., The—Earl Shaner, Penton Publishing Company, Penton Bldg., Cleveland, Ohio, president; W. J. Rooke, W. R. C. Smith Publishing Company, Atlanta, Ga., chairman of the board; Kingsley L. Rice, Power Plant Engineering, 53 W. Jackson Blvd., Chicago, Ill., treasurer; S. A. Knisely, Associated Business Papers, 369 Lexington av., New York City, executive vice-president; W. Schuyler Hopper, Associated Business Papers, 369 Lexington av., New York City, assistant executive vice-president.

Associated Court and Commercial Newspapers, Inc.—Harold Cooper Roberts, The Legal Intelligencer, 222 N. 15th st., Philadelphia, Pa., president and chairman of the board; Mark R. Gray, 223 E. Ohio st., Indianapolis, Ind., secretary and manager.

Associated Dailies of Connecticut—Richard S. Jackson, Register, New Haven, Conn., president; John Sudarsky, Courant, Hartford, Conn., vice-president; H. M. Peterson, Herald, New Britain, Conn., secretary.

Associated Dailies of Florida—Joe Cawthon, U. S. Army, president; V. J. Obenauer, Jr., P. O. Box 1740, Jacksonville, Fla., secretary-manager.

Associated Negro Press—C. A. Barnett, 3507 South Parkway, Chicago, Ill., president; I. Roland, 3507 South Parkway, Chicago, Ill., secretary-treasurer; F. M. Davis, 3507 South Parkway, Chicago, Ill., managing editor; A. E. White, 2000-11th st., NW., Washington, D. C., field secretary.

Associated Press, The—Robert McLean, Philadelphia (Pa.) Evening Bulletin, president; Kent Cooper, secretary; L. F. Curtis, treasurer; Kent Cooper, 50 Rockefeller Plaza, New York City, general manager.

Associated Press Managing Editors Association—Basil L. Walters, Minneapolis Star-Journal and Tribune, president; George Healey, New Orleans Times-Picayune, secretary-treasurer.

Association of American Correspondents in London—Raymond Daniell, New York Times, president; Edward W. Beattie, Jr., United Press, vice-president; Helen P. Kirkpatrick, Chicago Daily News, secretary; Robert Bunnelle, Associated Press, treasurer.

Association of Canadian Advertisers, Inc.—P. K. Abrahamson, Advertising and Sales Promotion Manager, The Borden Company, Ltd., Spadina Cres., Toronto, Ont., president; Athol McQuarrie, 303 Federal Bldg., Toronto, Ont., secretary-manager.

Association of Foreign Press Correspondents in the United States (see: Foreign Press Association).

Association of National Advertisers, Inc.—Paul B. West, 330 West 42nd st., New York, president; Charles G. Mortimer, Jr., vice-president, General Foods Sales Co., Inc., 250 Park av., New York, chairman of the board; George S. McMillan, 330 West 42nd st., New York, secretary.

Association of Newspaper Classified Advertising Managers—Bert Reh, Lancaster Newspapers, Inc., Lancaster, Pa., president and chairman of the board; Lawrence Amundson, Daily Argus-Leader, Sioux Falls, S. D., secretary; Felix S. Towle, 415 Lexington av., New York, executive secretary.

Association of North American Directory Publishers—Byron W. Bowman, Akron, Ohio, president; E. J. Loranger, 354 Fourth av., New York, secretary.

Association of Southern Agricultural Workers—W. C. Lassetter, vice-president and editor, the Progressive Farmer, Memphis, Tenn., president and chairman of the board; Fred E. Miller, State Department of Agriculture, Raleigh, N. C., secretary and manager.

Audit Bureau of Circulations—P. L. Thomson, Western Electric Company, 195 Broadway, New York, president and chairman of the board; G. R. Schaeffer, Marshall Field & Company, 262 Merchandise Mart, Chicago, secretary; James N. Shryock, 165 West Wacker Drive, Chicago, managing director.

Blue Pencil Club of Ohio—Ernest H. Fisk, Review, East Liverpool, Ohio, president; Dr. Norval Neil Luxon, School of Journalism, Ohio State University, Columbus, O., secretary-treasurer.

Boston Globe Employees Association—Basil W. Robinson, Jr., 242 Washington st., Boston, president; Mary M. Larkin, 18 Winslow rd., Brookline, Mass., secretary-treasurer.

Boston Newspapermen's Benevolent Association, Inc.—John D. Brooks, Boston Daily Record, president; Thomas J. Bunyon, Boston Evening American, secretary.

Buckeye Press Association—E. W. Lampson, Jefferson, Ohio, president; Harold K. Schellenger, Ohio State University, recording secretary; Eugene J. Miller, Loudonville, Ohio, executive secretary; Ed. M. Martin, 175 S. High st., Columbus, executive director.

Bureau of Advertising, ANPA—Frank E. Tripp, Gannett Newspapers, Elmira, New York, chairman; William A. Thomson, 370 Lexington av., New York, director; John W. Barndollar, field secretary.

Business Men's Alliance (Salt Lake City, Utah)—Ed. Q. Cannon, Salt Lake Stamp Co., president; B. C. J. Wheatlake, General Electric Co., vice-president; Harry J. Halton, treasurer; Hendrik Romeyn, Chamber of Commerce Bldg., P. O. Box 1022, secretary and manager.

California Advertising Managers' Association—Emmons (Ems) McClung, advertising manager, Enterprise, South San Francisco, president; Robert Keeley, advertising manager, Burlingame Advance, vice-president; Marshall Virello, advertising manager of the Palo Alto Daily Times, secretary-treasurer.

California Circulation Managers' Ass'n.—W. E. Buhrle, circulation manager, News-Press, Glendale, Calif., president; John C. Van Benthem, News, San Francisco, Calif., chairman of the board; H. P. Yehling, Times, Los Angeles, Calif., secretary.

California Newspaper Advertising Managers' Association—Jim Gill, Jr., News, Hemet, Calif., president; Fred W. Cobley, News-Press, Glendale, Calif., secretary; other officers include John Christie, vice-president of dailies, Southern California Associated Newspapers, 829 Security Bldg., Los Angeles, Cal., and Ralph Markham, vice-president of weeklies, News, Van Nuys, Calif.

California Newspaper Publishers Association—M. F. Small, Feather River Bulletin, Quincy, Calif., president; J. D. Funk, Evening Outlook, Santa Monica, Calif., secretary; John B. Long, Pacific Electric Bldg., Los Angeles, Calif., manager.

California Press Association—Friend W. Richardson, president; Justus F. Craemer, News, Orange, Calif., vice-president.

Canadian Association of Advertising Agencies—E. W. Reynolds, E. W. Reynolds & Co., Ltd., Yardley House, Toronto, Ont., president; J. W. Thain, A. McKim Limited, Canada Permanent Bldg., Toronto, vice-president; A. J. Denne, A. J. Denne & Co., Limited, 92 King St. West, Toronto, secretary-treasurer.

Canadian Daily Newspapers Association—Wesley McCurdy, Tribune, Winnipeg, Manitoba, Canada, president and chairman of the board; Miss Doris K. Trowell, 902 Excelsior Life Bldg., Toronto, Ont., Canada, secretary; Ian H. Macdonald, 902 Excelsior Life Bldg., Toronto, Ont., Canada, general manager.

Canadian Press, The—Arthur R. Ford, Free Press, London, Ont., Canada, president; J. A. McNeil, 44 Victoria st., Toronto, Ont., Canada, general manager and secretary.

Canadian Weekly Newspapers Association —R. P. MacLean, Courier, Kelowna, B. C., Canada, president; C. V. Charters, managing director, Central Office, Brampton, Ont., Canada.

Carolina's Advertising Executive Ass'n.—Roy Philips, c/o Citizen-Times, Asheville, N. C., president; C. W. Patterson, Jr., Enterprie, High Point, N. C., secretary.

Catholic Press Association of the United States, The—Alexander J. Wey, Catholic Press Union, NBC Bldg., Cleveland, Ohio, president; Charles S. Murphy, The Catholic Review, 21 W. Franklin st., Baltimore, Md., treasurer; Rev. J. Fred Kriebs, The Witness, 845 Bluff st., Dubuque, Iowa, secretary.

Central States Circulation Managers Association—Edwin Mill, Times, Davenport, Iowa, president; Tom Adams, Herald-Leader, Lexington, Ky., vice-president; Wallace G. Andrews, News-Sentinel, Fort Wayne, Ind., chairman of the board; C. L. Jefferson, Register & Tribune, Des Moines, Iowa, secretary-treasurer.

Chicago Newspaper Publishers Association —S. E. Thomason, Chicago Times, president; John O'Keefe, Chicago Daily News, vice-president; Joseph Camp, secretary; Robert Walshaw, Chicago Times, treasurer.

Chicago Press Photographers Association—Russell V. Hamm, Chicago Daily News, president; Everett Ryan, News of the Day, Chicago, vice-president; Jack Collins, Wide World, secretary; Louis J. Okmin, Chicago Times, treasurer.

City News Bureau (Chicago)—Richard J. Finnegan, Chicago Times, president; John Malloy, Chicago Herald American, vice-president; Joseph Camp, secretary; Isaac Gershman, general manager.

City Press Association (Chicago)—S. E. Thomason, Chicago Times, president; W. E. Macfarlane, Chicago Tribune, vice-president; Joseph Camp, secretary.

Classified Advertising Managers' Association of New York—John L. Irvin, New York Journal-American, 220 South st., New York, president; Ben L. Moyer, New York News, 220 East 42nd st., New York, secretary-treasurer.

Cleveland Newspaper & Newsreel Cameraman's Association—Edwin A. Vorpe, Plain Dealer, Cleveland, president; Charles Wilk, Wide World Photos, vice-president; Walter Kneal, Press, Cleveland, secretary; Glenn Zahn, News, Cleveland, treasurer; Nicholas Parrino, International News Photos, sergeant-at-arms.

Colorado Press Association—Don Hardy, Canon City, Colo., president; Edwin A. Bemis, U. of C., Boulder, Colo., managing director.

Cuvier Press Club, Cincinnati, Ohio—George Fries, Times-Star, Cincinnati, Ohio, president; Carl M. Ibold, 22 Garfield Place, Cincinnati, Ohio, secretary; L. A. Ripley, 22 Garfield Place, Cincinnati, Ohio, public relations director.

Del-Mar-Va Press Association—Theodore Townsend II, Chronicle, Milford, Del., president; A. O. H. Grier, News-Journal Co., Wilmington, Del., secretary-treasurer.

Dutch Treat Club—Ray Vir Den, president; Clarence Budington Kelland, president emeritus; Frank Crowninshield, first vice-president; William L. Chenery, second vice-president; Harry Staton, treasurer; Howard J. Savage, secretary; John O'Hara Cosgrave, chairman, board of governors.

Export Advertising Association, Inc.—Frederick Moeller, Lehn & Fink Products, Inc., 683 Fifth av., New York, president and chairman of the board; Walter Bickford, 20 Vesey st., New York, secretary.

Florida Daily Newspaper Advertising Association—W. W. Wilson, Record, St. Augustine, Fla., president; V. J. Obenauer, Jr., P. O. Box 1740, Jacksonville, Fla., secretary-manager.

Florida Press Association—Henry H. Hudson, Star-Advocate, Titusville, Fla., president; Russell Kay, P. O. Box 929, Tampa, Fla., secretary.

Foreign Press Association—Randal Heymanson, 229 West 43rd st., New York, president; Bernard Musnik, 630 Fifth av., New York, secretary-treasurer.

Georgia Dailies Advertising Association—R. J. Alander, Ledger-Enquirer, Columbus, Ga., president; Frank Cook, 1104 Marietta st. Bldg., Atlanta, Ga., secretary-treasurer.

Georgia Press Association—Otis A. Brumby, Marietta, Ga., president and chairman of the board; J. C. Seymour, 1504 First National Bank Bldg., Atlanta, Ga., secretary-manager.

Gridiron Club, The—Lewis Wood, New York Times (Washington Bureau), president; J. Harry Cunningham, 208 E. Thornapple st., Chevy Chase, Md., secretary; Charles G. Ross, 201 Kellogg Bldg., Washington, D. C., treasurer; J. Maxson Cunningham, 1315-14th st., Washington, D. C., assistant secretary.

Hoosier State Press Association—J. Frank McDermond, Jr., Ledger-Tribune, Attica, Ind., president and chairman of the board; Edwin V. O'Neel, Exponent, Hagerstown, Ind., secretary; E. C. Gorrell, Pulaski County Democrat, Winamac, Ind., treasurer; Wray E. Fleming, 603 Indiana Trust Bldg., Indianapolis, Ind., manager-general counsel; Martha McHatton, 603 Indiana Trust Bldg., Indianapolis, Ind., assistant manager.

Idaho State Editorial Association—Berwyn

ADVERTISING CLUBS OF U. S. AND CANADA

(*Continued from page 178*)

WEST VIRGINIA

Advertising Club of Huntington—Pres.: Ed. F. Adams, P. O. Box 937, 414½ Eighth St.; Sec.: Miss Patricia Lafferty, Koppers Stores, 611 Seventh Ave.

WISCONSIN

Advertising Club of Appleton—

Advertising Club of Racine—Pres.: Dale D. Karstaedt, Racine Journal-Times; Sec.: Robert B. Voelker, 402 Williams St.

Milwaukee Advertising Club, 758 North Broadway—Pres.: Einar Gaustad, Advertising Mgr., Jewett & Sherman, 106 West Florida St.; Sec.: Robert Brown, Advertising Mgr., First Wisconsin National Bank, 743 North Water St.; Exec. Sec.: Mrs. D. Zoeller, Milwaukee Advertising Club, 758 North Broadway.

Women's Advertising Club of Milwaukee—Pres.: Muriel Brechler, Schuster's, Third and Garfield; Sec.: Dorothy Lorio, Lorio's Direct Mail Advertising Co., 104 East Mason.

CANADA

Hamilton Advertising and Sales Club—Hamilton, Ontario—Pres.: T. M. Mayberry, Firestone Tire & Rubber Co. of Canada, Ltd.; Sec.: F. L. J. Seldon, The Office Specialty Mfg. Co., Ltd., 422 Terminal Bldg.

Kitchener-Waterloo—Sales and Advertising Club (Province of Ontario)—Pres.: Art Morison, The Dominion Life Assurance Co., Waterloo, Ontario; Sec.: Sid Wright, 58 Queen St., S., Kitchener, Ontario.

London—Advertising and Sales Club of London, Ontario—Pres.: E. Redfern, Canada Bread Co.; Business Mgr.: H. W. Donahue, 267 Dundas St.

Montreal—Advertising and Sales Executives Club of Montreal, Quebec—Mount Royal Hotel—Pres.: William C. Stannard, Acct. Exec., J. Walter Thompson Co., Ltd., Dominion Square Bldg.; Sec.-Treas.: Ella Cholette, Office 33, Mount Royal Hotel.

Ottawa—Advertising Club of Ottawa, Ontario—Pres.: Gordon Fairbairn, 645 Wellington St.; Sec.: Walter Tait, 248 Slater St.

Toronto Advertisers Guild—Pres.: Jack P. Heffernan, Can. Dept. Stores.; Sec.-Treas.: John C. Kirkwood, Litho-Print, Ltd.

The Advertising and Sales Club of Toronto, Ontario—Royal York Hotel—Pres.: Theodore Reeves; Sec.: Carl J. Berg; Exec. Sec.: A. J. Gravelle, Advertising & Sales Club of Toronto, 21 King St.

Women's Advertising Club of Toronto, Ontario—Pres.: Olive A. Ottaway, Exec. Sec., Toronto Graphic Arts Asso., 137 Wellington St., West; Corres. Sec.: Hazel I. Kelly, Room 1307, 100 Adelaide St., W.

Young Men's Advertising and Sales Club of Toronto, Ontario—Pres.: James R. Knox, 230 Keewatin Ave.; Sec.: John E. Baird, Goodyear Tire & Rubber Co., Ltd., New Toronto, Ontario; Prog. Chrm.: Robert Henderson, West Toronto Printing House, Ltd., 1943 St. Clair Ave., West.

Advertising and Sales Bureau Vancouver Board of Trade, 805 Marine Bldg. (Vancouver, B. C., Canada)—Pres.: W. J. Borrie, 418 Howe St.; Sec.: W. G. Welsford, Advertising and Sales Bureau, 805 Marine Bldg.

Advertising and Sales Club of Windsor, Ontario—Pres.: Joseph T. Labadie, Webster Brothers-Labadie, Ltd., 48 Wyandotte St.; Sec.: T. Ray Webster, Greenhow Advertising Artists, 611 Guaranty Trust Bldg.

MEXICO

Mexico City—Mexican Advertising League Association Nacional de Publicistas—Pres.: Ernesto Rebora, El Palacio De Hierro, S.A.; Sec.: Luis G. Peredo, Periodismo Y Publicidad; Exec. Sec.: Enrique G. Kuenzler, "Mex-Ama."

CUBA

Havana—Advertisers Association of Cuba Asociacion De Anunciantes De Cuba—Sec.: Ernesto Dihigo, Asociacion De Anunciantes De Cuba, Aguiar 556, Havana, Cuba.

HICKEY-MITCHELL Co
BUILDS and HOLDS CIRCULATION
INSURANCE
Builds Circulation — Holds Circulation
Improves Collections — Builds Good Will
Our Complete Service
Everything you need for a Successful Campaign—Policies especially designed to fit your territory—Personal assistance to Field Representatives—Outstanding Mat Service—Copyrighted System which cuts office detail expense in half!
Ask About Our "CHAMPION" Carrier Boy Insurance Policy
1st CHOICE of Newspapers SINCE 1919
PIERCE BLDG. SAINT LOUIS, MO.
INSURANCE

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA

(Continued from page 179)

F. Burke, Jerome, Idaho, president; Wm. F. Swindler, University of Idaho, Moscow, Idaho, secretary.

Illinois Daily Newspaper Markets—F. Ward Just, News-Sun, Waukegan, Ill., president; Jos. M. Bunting, Pantagraph, Bloomington, Ill., chairman of the board; Harry A. Sward, Moline Dispatch, secretary-treasurer; Paul L. Gorham, 402 Leland Bldg., Springfield, Ill., general manager.

Illinois Newspaper Mechanical Association—Howard M. Colton, Pantagraph, Bloomington, Ill., president and chairman of the board; Ralph S. Petersen, Elgin-Courier-News, Elgin, Ill., secretary.

Illinois Press Association—George M. Smith, publisher, Journal, Wheaton, Ill., president and chairman of the board; Prof. R. R. Barlow, School of Journalism, University of Illinois, Urbana, Ill., secretary.

Indiana Associated Press—James R. Benham, Star, Terre Haute, Ind., president; Bennett Wolfe, Associated Press., Indianapolis, Ind., secretary and manager.

Indianapolis Press Club—Vern M. Boxell, Times, president and board chairman; Jack Forcum, Star, vice-president; Harry Daniels, News, secretary-treasurer.

Indiana Republican Editorial Association—William D. Murray, Bicknell, Ind., president; Claude Billings, 718 Claypool Hotel, Ind., secretary; Floyd Oursler, Cynthiana, Ind., treasurer

Inland Daily Press Association—A. C. Hudnutt, publisher, Chronicle-Telegram, Elyria, Ohio, president; John W. Potter, co-publisher, Argus, Rock Island, Ill., chairman of the board; John L. Meyer, Inland Daily Press Ass'n., 7 So. Dearborn Bldg., Chicago, secretary-treasurer; Wm. F. Canfield, Inland Daily Press Association, 7 So. Dearborn Bldg., Chicago, deputy secretary-treasurer.

Inner Circle—J. Murray Davis, World-Telegram, New York, president; John S. Wagner, Room 9, City Hall, New York, first vice-president; Richard F. Maher, Room 9, City Hall, New York, secretary; Charles A. Donnelly, World-Telegram, New York, treasurer.

International Circulation Managers' Association—M. G. Sullivan, Gannett Newspapers, Rochester, N. Y., president; Ralph B. Cowan, Star, Toronto, Ont., Canada, chairman of the board; L. W. McFetridge, World & Tribune, Tulsa, Okla., secretary-treasurer.

International Labor Press of America—Matthew Woll, 570 Lexington av., New York, president and chairman of the board; R. E. Woodmansee, 223½ So. 6th st., Springfield, Ill., secretary-treasurer.

International Photo-Engravers' Union of North America—Edward J. Volz, Room 1110, 292 Madison av., New York, president; Henry F. Schmal, 3138 South Grand Blvd., St. Louis, Mo., secretary.

International Typographical Union—C. M. Baker, P. O. Box 428, Indianapolis, Ind., president and chairman of the board; Woodruff Randolph, P. O. Box 728, Indianapolis, Ind., secretary.

Interstate Advertising Managers Association—Robert E. Peifer, adv. mgr., Press Union Newspapers, Atlantic City, N. J., president; Neill Mitchell, adv. mgr., Morning Free Press, Easton, Pa., secretary-treasurer.

Interstate Circulation Managers Association—H. R. Linden, Tribune & Democrat, Johnstown, Pa., president; J. C. Healy, Herald News, Passaic, N. J., chairman of the board; W. S. Zimmerman, Mercury, Pottstown, Pa., secretary.

Iowa Daily Newspaper Mechanical Conference—Charlee Bleuer, Davenport Democrat, Davenport, Iowa, president; Paul Kamler, Clinton Herald, Clinton, Iowa, secretary and treasurer.

Iowa Press Association, Inc.—James W. McCutcheon, publisher, Mt. Vernon (Iowa) Hawkeye-Record, and Lisbon Herald, president and chairman of the board; S. E. Tennant, publisher Colfax Tribune, secretary; Carl E. Sexauer, publisher, Ogden Reporter, treasurer; I. C. Kartack, 404-A Shops Bldg., Des Moines, Iowa, acting manager and field secretary.

Kansas Press Association, The—L. P. Greenbank, Valley Center, Kan., president and chairman of the board; J. Howard Rusco, 500 Hotel Jayhawk, Topeka, Kan., secretary-field manager.

Kansas State Editorial Association—Leonard McCalla, Sr., Countian, Garnett, Kan., president; Henry C. Sticher, Republic, Junction City, Kan., secretary-treasurer.

Legislative Correspondents' Association—William W. Tyler, president; Leo W. O'Brien, Capitol, Box 262, Albany, N. Y., chairman of the board; George W. Herrick, Capitol, Box 262, Albany, N. Y., secretary; Raymond I. Borst, Capitol, Box 262, Albany, N. Y., treasurer.

Louisiana Mississippi Associated Press Publishers and Editors—Thomas M. Callahan, Lafayette, La., president; Charles Nutter, Associated Press Bureau manager, New Orleans, La., secretary.

Louisiana Press Association—J. Howard Fore, Bunkie (La.) Record, president; Marvin Lipp, Oak Grove Gazette, vice-president representing the North Louisiana section; Orville E. Priestley, Crowley Daily Signal, vice-president representing the South Louisiana section; George T. Goodman, Ponchatoula Enterprise, secretary-treasurer (reelected).

Maine Daily Newspaper Publishers Association— Frank L. Ames, News, Bangor, Me., president and chairman of the board; A. Spendlove, Biddeford Journal, secretary.

Miami Press Photographers Association—Ralph Willits, chief photographer Daily News, Miami, Fla., president; Raymond L. Mills, International News Photos, Herald, Miami, Fla., secretary; Earl L. Shugars, Associated Press Photos, News, Miami, Fla., treasurer.

Michigan League of Home Dailies—Philip T. Rich, publisher, News, Midland, Mich., president; Paul V. Elsberry, 35 E. Wacker Drive, Chicago, secretary.

Michigan Press Association—Herman Millerwise, Blade, Sebewaing, Mich., president; Leslie B. Merritt, Livingston County Press, Howell, Mich., secretary; Gene Alleman, East Lansing, Mich., manager.

Mid-Atlantic Circulation Managers Association—J. B. Kilgo, News, Charlotte, N. C.; president; H. S. Shaner, News-Advance, Lynchburg, Va., first vice-president; John R. Marks, Citizen-Times, Asheville, N. C., secretary.

Midwest Circulation Managers Association—C. A. Lane, Arkansas Democrat, Little Rock, Ark., president; G. R. Boyd, Examiner, Independence, Mo., secretary and manager.

Midwest Newspaper Advertising Managers' Association—Homer Belew, Star-Telegram, Fort Worth, Tex., president; E. D. Ward, Headlight & Sun, Pittsburg, Kan., secretary.

Milwaukee Press Club—Lloyd D. Gladfelter, 707 E. Fleetwood Pl., Milwaukee, Wis., president and chairman of the board; Carl F. Meyer, 756 N. Milwaukee st., Milwaukee, Wis., secretary; Walter Wyrick, Elm Grove, Wis., treasurer; Wm. F. Streit, 758 N. Broadway, Milwaukee, Wis., manager.

Minnesota Editorial Association—Wilbur Peterson, Marshall, Minn., president; Ralph W. Kellery, 433 Palace Bldg., Minneapolis, Minn., secretary-manager and field secretary; W. F. Duffy, Shakopee, Minn., treasurer.

Mississippi Press Association—George W. Godwin, Box 1789, Jackson, Miss., president; George W. Godwin, Box 1789, Jackson, Miss., chairman of the board; Mrs. W. H. Anderson, Southern Sentinel, Ripley, Miss., secretary; George Lemen Sugg, Lampton Bldg. Annex, Jackson, Miss., manager and field secretary.

Missouri Advertising Managers Association—Calvin M. Keller, 914 South 4th, Moberly, Mo., president; Charles Munson, Hannibal, Mo., vice-president; H. R. Long, Journalism School, Columbia, Mo., secretary and manager.

Missouri Associated Dailies—Ray Van Meter, Trenton, Mo., president; L. Mitchell White, Mexico, Mo., secretary.

Missouri Press Association, Inc.—O. J. Ferguson, publisher, Democrat-News, Fredericktown, Mo., president; Mrs. Frances J. O'Meara, editor, Monitor, Martinsburg, Mo., secretary; H. R. Long, 220 Walter Williams Hall, Columbia, Mo., manager.

Montana State Press Association, The—W. F. Flinn, Miles City Star, Miles City, Mont., president; John W. Lyman, Bozeman Courier, Bozeman, Mont., secretary-treasurer.

National Association of Broadcasters—Neville Miller, National Association of Broadcasters, 1760 N st., NW., Washington, D. C., president and chairman of the board; C. E. Arney, Jr., 1760 N st., NW., Washington, D. C., assistant to the president and acting secretary-treasurer.

National Association of Credit Men—Bruce R. Tritton, American Stove Co., 4302 Perkins av., Cleveland, Ohio, president; Henry H. Heimann, executive manager (on leave).

National Association of Science Writers—Watson Davis, Science Service, 1719 N st., N.W., Washington, D. C., president; Stephen J. McDonough, War Dept., Rm. 4-E 566 Pentagon Bldg., Washington, D. C., secretary-treasurer.

National Conference of Business Paper Editors—Paul Wooton, 1252 National Press Bldg., Washington, D. C., president; James G. Lyne, Railway Age, 30 Church st., New York, secretary.

National Conference of Business Paper Editors (headquarters 369 Lexington av., New York)—Paul Wooton, care McGraw-Hill Publishing Co., National Press Bldg., Washington, D. C., president; J. G. Lyne, care Simmons-Boardman Publishing Corp., 30 Church st., New York, secretary.

National Council on Professional Education for Journalism—Walter Crim, publisher Republican-Leader, Salem, Ind., acting chairman of the board; Kenneth E. Olson, Medill School of Journalism, Northwestern University, Evanston, Ill., secretary. Newspaper Association Representatives: David W. How, Burlington (Vt.) Free Press, ANPA; J. N. Heiskell, Little Rock (Ark.) Arkansas Gazette, ASNE; Walter Crim, Salem (Ind.) Republican-Leader, NEA, acting chairman; Richard P. Carter, Roanoke (Va.) Times and World News, SNPA; Fred Pownall, Iowa City (Ia.) Iowan, Inland. School Representatives: Kenneth E. Olson, Northwestern, Evanston, Ill.; Ralph D. Casey, University of Minnesota, Minneapolis; Frank L. Mott, University of Missouri, Columbia; Charles E. Rogers, Iowa State, Ames; Carl Ackerman, Columbia University, New York.

National Conference of Business Paper Editors—Earl Shaner, Penton Publishing Co., Penton Bldg., Cleveland, Ohio, president; W. J. Rooke, W. R. C. Smith Publishing Co., Atlanta, Ga., chairman of the board; Kingsley L. Rice, Power Plant Engineering, 53 W. Jackson Blvd., Chicago, treasurer; S. A. Knisely, Associated Business Papers, 369 Lexington av., New York, executive vice-president; W. Schuyler Hopper, Associated Business Papers, 369 Lexington av., New York, assistant executive vice-president.

National Council on Professional Education for Journalism—ANPA—David W. Howe, Burlington (Vt.) Free Press; ASNE—J. N. Heiskell, Little Rock (Ark.) Gazette; NEA—Walter H. Crim, Salem (Ind.) Republican-Leader, acting chairman; SNPA—Richard P. Carter, Roanoke (Va.) Times-World-News; IDPA—Fred M. Pownall, Iowa City Iowan; AASDJ—Dean Carl W. Ackerman, Columbia University; Dr. Ralph D. Casey, University of Minnesota; Dr. Frank L. Mott, University of Missouri; Prof. Charles E. Rogers, Iowa State College; Dean Kenneth E. Olson, Northwestern University, secretary-treasurer.

National Council of Industrial Editors' Associations—Howard A. Marple, Monsanto Chemical Company, 1700 S. Second st., St. Louis, Mo., president and chairman of the board; Professor Clement E. Trout, Oklahoma A. & M. College, Stillwater, Okla., secretary.

National Editorial Association—Edwin F. Abels, publisher, The Outlook, Lawrence, Kan., president; Raymond B. Howard, publisher, Press & Democrat, London, Ohio, chairman of the board; W. H. McIntire, treasurer, Mail, Vandalia, Mo., secretary; Don Eck, 188 W. Randolph St., Chicago, manager.

National Industrial Advertisers Association, Inc., 100 E. Ohio st., Chicago—Herbert V. Mercready, c/o Magnus Chemical Company, Garwood, N. J., president; Arnold Andrews, c/o Bucyrus-Erie Co., South Milwaukee, Wis., secretary-treasurer; Mildred R. Webster, National Industrial Advertisers Association, Inc., 100 E. Ohio st., Chicago, headquarters secretary.

National Newspaper Promotion Association—Ramon S. Cram, Dispatch, Columbus, Ohio, president; Belden Morgan, Courant, Hartford, Conn., secretary.

National Press Club—Felix T. Cotten, president; Sam O'Neal, vice-president; Warren B. Francis, secretary; George W. Combs, treasurer; Alfred (Mike) Flynn, financial secretary; Paul Leach, Edward Jamieson, J. Lacey Reynolds, Bert Andrews, Jesse S. Cottrell, Jack Stinnett, Paul Wooton, members of the board.

National Publishers Association—William B. Warner, president of McCall Corp., 230 Park av., New York, president; Francis L. Wurzburg, Conde Nast Publications, Inc., 420 Lexington av., New York, secretary; Geo. C. Lucas, National Publishers Association, 232 Madison av., New York, executive vice-president.

Nebraska Press Association—Parke F. Keays, Broken Bow, Neb., president; Miss Nancy Mahood, Lincoln Hotel, Lincoln, Neb., secretary.

Nebraska Press Association, Inc.—Parke F. Keays, Custer County Chief, Broken Bow, Neb., president; W. H. Plourd, Nance County Journal, Fullerton, Neb., treasurer; Nancy Mahood, Lincoln Hotel, Lincoln, Neb., field manager and secretary.

Negro Newspaper Publishers Association—William O. Walker, Cleveland Call & Post, 2319 E. 55th st., Cleveland, Ohio, president; Thomas W. Young, Journal and Guide, 719 E. Olney rd., Norfolk, Va., secretary-treasurer.

New England Association of Circulation Managers—Leo Harrison, Herald, Rutland, Vt., president; Ed. Byron, secretary-treasurer.

New England Daily Newspaper Composing Room Executives' Association—Ralph Johnson, Enterprise, Brockton, Mass., president; William F. Madden, Gazette, Worcester, Mass., secretary.

New England Daily Newspaper Association The—Orvin G. Andrews, c/o The Day, New London, Conn., president; Stanley T. Black, Pawtucket Times, Pawtucket, R. I., secretary; Charles L. Fuller, Enterprise, Brockton, Mass., treasurer; Frank E. Phillips, 16 Norwich st., Worcester, Mass., manager.

New England National Advertising Executives Association—Charles J. O'Connor, New London (Conn.) Day, president; Harold C. Allen, Brattleboro (Vt.) Reformer, vice-president; William F. Hallisey, Enterprise & Times, Brockton, Mass., secretary-treasurer.

New England Outdoor Writers Association—Henry S. Moore, Herald, Boston, president; Richard L. Waterhouse, Standard-Times, New Bedford, Mass., secretary-treasurer.

New England Newspaper Advertising Executives Association—Charles J. O'Connor, Day, New London, Conn., president; Harold C. Allen, Reformer, Brattleboro, Vt., vice-president; William Hallisey, Enterprise & Times, Brockton, Mass., secretary-treasurer.

New Jersey Press Association, 13 Van Nest Hall, Rutgers University, New Brunswick, N. J.—Edward H. Roemle, Herald News, Passaic, New Jersey, president; John K. Quad, Home News, New Brunswick, N. J., secretary; Frank B. Hutchinson, 13 Van Nest Hall, Rutgers University, New Brunswick, N. J., executive secretary.

New Mexico Press Association—Wallace Perry, Sun-News, Las Cruces, New Mex., president and chairman of the board; Earl Grau, Daily News, Tucumcari, New Mex., secretary and manager.

Newspaper Advertising Executives Association, Inc.—William Ellyson, Jr., News-Leader & Times-Dispatch, Richmond, Va., president; Irving C. Buntman, 536 W. Wisconsin av., Milwaukee, Wis., secretary and treasurer.

Newspaper Association Managers—Harry Schenk, Oregon Newspaper Publishers' Association, Eugene, Ore., president; Ed. M. Martin, Ohio Newspaper Assoc., Columbus, Ohio, vice-president; Doyle L. Buckles, Alabama Press Association, University, Iowa, secretary.

Newspaper Group, Special Libraries Association—Albert A. Mason, Telegram-Gazette, Worcester, Mass., president; Mrs. Kathryn Kelley, Eagle, Brooklyn, N. Y., secretary.

Newspaper Representatives Association of Chicago—E. E. Flagler, (New York News), Tribune Tower, Chicago, president; D. J. Worthington (Williams, Lawrence & Cresmer Co.), 360 N. Michigan av., Chicago, secretary; Miss Agnes M. Beck, manager.

Newspaper Representatives Association of New York, The—George R. Katz, 500 Fifth av., New York, president and chairman of the board; Gerald B. McDonald, 285 Madison av., New York, secretary and field secretary.

Newspaper Representatives Association of San Francisco, The—John B. Kimball, c/o Williams, Lawrence & Cresmer, 681 Market st., San Francisco, Calif., president; Louis J. Rubin, c/o Gilman, Nicoll & Ruthman, 525 Market st., San Francisco, Calif., secretary-treasurer.

Newsprint Manufacturers Association of the U. S.—Arthur L. Hobson, St. Croix Paper Co., 15 State st., Boston, president; Louis W. Adams, 342 Madison av., New York, secretary; R. S. Kellogg, 342 Madison av., New York, treasurer.

New York Associated Dailies—Bradley C. Barnard, Sentinel, Rome, N. Y., president; L. G. Buisch, Tribune, Hornell, N. Y., sec'y.

New York Chapter, Baseball Writers Association of America—Arthur E. Patterson, Herald Tribune, 230 West 40th st., New York, chairman; Daniel M. Daniel, World-Telegram, 125 Barclay st., New York, vice-chairman; Roscoe McGovern, New York Times, 229 West 43rd st., New York, secretary.

New York Drama Critics' Circle—John Anderson, Journal-American, 220 South st., New York, president; Miss Wilella Waldorf, New York Post, West st., New York, treasurer; Brooks Atkinson, New York Times (on leave of absence) corresponding secretary.

New York-New England Admen Association—Arthur J. Viger, Record, Troy, N. Y., president; P. M. Hart, Union-Star, Schenectady, N. Y., vice-president; Russell C. Harris, Courier-Express, Buffalo, N. Y., secretary.

New York Football Writers Association—Alison Danzig, New York Times, president; Jack Smith, New York News, secretary; Lawrence Robinson, New York World-Telegram, secretary.

New York Newspaper Women's Club, The—Room 238 Hotel Biltmore, New York City; Miss Sonia Tomara, War Correspondent, Herald Tribune, New York City, president; Miss Jean Lyon, care N. Y. Newspaper Women's Club, acting president and 2nd vice-president; Miss Martha Coman, care N. Y. Newspaper Women's Club, founder and treasurer; Miss Deborah Corle, care N. Y. Newspaper Women's Club, secretary; Mrs. William Brown Meloney, Sr., Herald Tribune, New York City, 1st vice-president; Miss Sally MacDougall, World Telegram, New York City, 3rd vice-president.

New York Press Association—Jesse C. Peck, Republican, Cazenovia, N. Y., president; Jacob H. Strong, Jr., Gazette, Rhinebeck, N. Y., secretary; George J. Measer, Amherst Bee, Williamsville, N. Y., treasurer; E. Marion Johnson, The Castle, Syracuse, N. Y., manager.

New York State Circulation Manager's Association—James Blanchfield, Recorder, Amsterdam, N. Y., president; Alfred W. Cockerill, Binghamton, N. Y., secretary.

New York State Publishers Association—James E. Stiles, Nassau Daily Review-Star, Rockville Centre, N. Y., president; Arthur J. Gordon, Post-Standard, Syracuse, N. Y., secretary-treasurer; Karl H. Thiesing, The Castle, Syracuse, N. Y., executive secretary.

New York State Society of Newspapers Editors—Arthur L. Hodges, Nassau Daily Review-Star, Rockville Centre, N. Y., president; George S. Crandall, Star-Gazette, Elmira, N. Y., secretary-treasurer.

North Carolina Press Association—W. K. Hoyt, Journal-Sentinel, Winston-Salem, N. C., president and chairman of the board; Miss Beatrice Cobb, Morganton, N. C., secretary.

North Dakota Press Association—Ralph C. Colburn, Linton, N. D., president and chairman of the board; Edward J. Franta, Langdon, N. D., secretary-treasurer and field manager.

North and East Texas Press Association—Paul Fulks, Sun, Wolfe City, Tex., president; Fred Massengill, Tribune, Terrill, Tex., secretary-treasurer.

Northern States Circulation Managers Association—Kenneth E. Koelsch, Post-Bulletin, Rochester, Minn., president; Irvin H. Hillstrom, Globe-Gazette, Mason City, Iowa, chairman of the board; R. G. Stephenson, Tribune, Albert Lea, Minn., secretary.

Northwest Daily Press Association—Raymond C. Dobson, News, Minot, N. D., president; C. J. Hunt, News, Faribault, Minn., chairman of the board; Walter E. Sotherland, Journal-Tribune, Sioux City, Iowa, secretary; R. P. Palmer, Palace Bldg., Minneapolis, Minn., executive secretary and field manager.

Northwest Council of Advertising Agencies—Henry H. Haupt, 1421 NW Bank Bldg., Minneapolis, Minn., president; C. L. Greenwood, 600 First National Bank Bldg., Minneapolis, Minn., secretary.

Northwest Missouri Press Association—M. O. Riddings, Hamilton, Mo., president; Mrs. M. E. Ford, Maryville, Mo., secretary; James Curry, Oregon, Mo., treasurer.

Northwest Newspaper Advertising Executive Association—W. T. Wetherall, Herald, Bellingham, Wash., president; Lem Cornfield, Star, Seattle, Wash., secretary.

Ohio Circulation Manager's Association—Paul W. Stiles, Call, Piqua, Ohio, president and chairman of the board; Floyd Wolfe, Eagle-Gazette, Lancaster, O., secretary.

Ohio Legislative Correspondents Association, The—Horace H. Daugherty, 34 South Third st., Columbus, O., president; Frank M. Heller, 12 North Third st., Columbus, O., secretary; Karl B. Pauly, 62 East Broad st., Columbus, O., treasurer.

Ohio Newspaper Association—Ralph D. Henderson, Columbus, O., president; W. F. Wiley, Cincinnati, O., chairman of the board; E. C. Dix, Wooster, O., treasurer; Ed. M. Martin, Columbus, O., executive director.

Ohio Newspaper Women's Association—Norine Freeman, Post, Cincinnati, O., president and chairman of the board; Amelia Hydell, Gazette, Chillicothe, O., treasurer.

Oklahoma Press Association—S. E. Lee, publisher, Harper County Journal, Buffalo,

ASSOCIATIONS AND CLUBS—UNITED STATES AND CANADA

(*Continued from page 180*)

Okla., president and chairman of the board; Vernon T. Sanford, secretary-manager.

Ontario Provincial Dailies Association—Harry J. Shore, c/o The Welland-Port Colborne Evening Tribune, Welland, Ontario, Canada, president; Mrs. Evelyn Simpson, Northern Broadcasting & Publishing, Ltd., 80 Richmond st. West, Toronto, Ontario, Canada, secretary-treasurer.

Ontario-Quebec Circulation Managers Association—R. B. Cowan, Star, Toronto, Ont., Canada, president; W. J. Stewart, Times-Journal, St. Thomas, Ont., Canada, secretary.

Orange County Unit of California Newspaper Publishers Association—Mrs. Dahl K. Shearer, Garden Grove, Calif., secretary.

Oregon Newspaper Publishers Association, Inc.—Jack B. Bladine, publisher, Telephone-Register, McMinnville, Ore., president and chairman of the board; Charles A. Sprague, publisher, Oregon Statesman, Salem, Ore., treasurer; Harry S. Schenk, 103 Journalism Bldg., Eugene, Ore., secretary-manager.

Oregon Press Conference—Mary Conn Brown, Spokesman, Redmond, Oregon, president; George Turnbull, School of Journalism, University of Oregon, Eugene, secretary; Harry S. Schenk, field mgr.

Outdoor Advertising Association of America, Inc.—Frank Dunigan, Clay & Superior sts., Fort Wayne, Ind., president; Harry Crawford, 107 N. Conception st., Mobile, Ala., chairman of the board; J. B. Stewart, 165 West Wacker dr., Chicago, secretary; H. E. Fisk, 165 West Wacker dr., Chicago, executive vice-president and general manager.

Overseas Press Club of America—Lowell Thomas, president; Ralph J. Frantz, secretary; Burnet Hershey, executive secretary.

Overseas Writers—Barnet Nover, Washington Post, Washington, D. C., president; Marquis W. Childs, St. Louis Post-Dispatch, Kellogg Bldg., Washington, D. C., secretary; Paul Wooton, McGraw-Hill Publications, New Orleans Times-Picayune, 1252 National Press Bldg., Washington, D. C., treasurer.

Pacific Advertising Association—Laurence W. Lane, president and publisher, Sunset Magazine, 576 Sacramento st., San Francisco, Calif., president; Don Belding, Lord & Thomas, Los Angeles, Calif., chairman of the board of trustees; Carl J. Eastman, N. W. Ayer & Son, Russ Bldg., San Francisco, secretary-treasurer; Chas. W. Collier, 337 Monadnock Bldg., San Francisco (Headquarters), managing director; Lela M. Huey, 337 Monadnock Bldg., San Francisco, executive secretary.

Pacific Coast Classified Advertising Managers' Association—J. J. Immel, San Francisco News, president; Fred W. Cobley, Glendale News, secretary and treasurer; Morton J. A. McDonald, Oakland Tribune; Wes Sessions, Salt Lake Tribune; J. L. Brattain, Portland Journal; T. P. Jenkins, Seattle Times; Ken Flood, San Diego Tribune, board of directors.

Pacific Northwest Circulation Managers' Association—Al Westergren, News-Times, Twin Falls, Idaho, president; David H. Smith, 2437 N.E. Regents dr., Portland, Ore., secretary and manager.

Pacific Northwest Newspaper Advertising Executives Association—W. T. Wetherell, advertising manager, Herald, Bellingham, Wash., president; Leonard Cornfield, national advertising manager, Star, Seattle, Wash., secretary.

Pacific Northwest Newspaper Association—S. R. Winch, business manager, Oregon Journal, Portland, Ore., president; Wm. W. Knight, 604 Journal Bldg., Portland, Ore., secretary and manager.

Pacific-Southwest Mechanical Conference of Newspaper Executives—Earl V. Leavitt, Star-News, Culver City, Calif., president and chairman of the board; Fred J. Moyer, Daily News, Los Angeles, Calif., secretary.

Panhandle Press Association—Wes Izzard, Globe-News, Amarillo, Tex., president and chairman of the board; Clyde W. Warwick, News, Canyon, Tex., secretary.

Pennsylvania Newspaper Publishers' Association—Col. J. H. Zerbey, Jr., Pottsville Republican, president; Howard Reynolds, Sun, Quarryville, Pa., secretary-treasurer; William N. Hardy, 209-11 Telegraph Bldg., Harrisburg, Pa., manager.

Premium Advertising Association of America—William L. Sweet, Providence, R. I., president; Howard W. Dunk, 500 Fifth av., New York, secretary.

Press Photographers Association of New York, Inc.—Albert C. Aumuller, New York World-Telegram, president and chairman of the board; Pat Candido, New York News, secretary; Victor Twyman, New York News, treasurer.

Press Photographers' Association of Philadelphia, Pa.—Wm. J. Connor, Philadelphia Inquirer, president; Edward Ellis, Philadelphia Record, chairman of the board; J. Dennis Welsh, Movietone News, 827 N. 65th st., Philadelphia, secretary; Charles James, Philadelphia Record, assistant secretary.

Press Photographers Association of Pittsburgh—George Ruark, Press, Pittsburgh, Pa., president; Burt Williams, Sun Telegraph, Pittsburgh, Pa., secretary.

Printing Industry of Utah—C. W. Birkinshaw, Deseret News Press, Salt Lake City, Utah, president; Hendrik Romeyn, P. O. Box 1022, Salt Lake City, Utah, secretary.

Production Men's Club of New York, The—Anthony LaSalia, Geyer, Cornell and Newell, Inc., 745 Fifth av., New York, president; Andrew Cozzi, Blackett-Sample Hummert, Inc., 247 Park av., New York, vice-president; C. K. Priestman, Erwin Wasey & Co., Inc., 420 Lexington av., New York, secretary; Ralph Nelson, Abbott, Kimball Co., 250 Park av., New York, treasurer.

Publishers' Association of New York City—V. F. Cullen, Mirror, New York, chairman; A. H. Burns, Herald-Tribune, New York, vice-chairman; Cranston Williams, 370 Lexington av., New York, secretary; William Mapel, 1475 Broadway, New York, manager.

Quill and Scroll Society—Emil R. Newstrand, Patrick Henry High School, Minneapolis, Minn., president; George H. Gallup, American Institute of Public Opinion, Princeton, N. J., chairman of the board; Edward Nell, Northwestern University, Chicago, Ill., executive secretary.

Select List of Ohio Daily Newspapers, The—E. S. Myers, Journal, Middletown, O., president; C. H. Spencer, Advocate, Newark, O., secretary.

Sigma Delta Chi, Professional Journalistic Fraternity—Palmer Hoyt, publisher, Oregonian, Portland, Ore., president; Irving Dilliard, editorial writer, Post-Dispatch, St. Louis, Mo., chairman of the board; Richard L. Wilson, Washington correspondent, Des Moines Register & Tribune and Minneapolis papers, National Press Club Bldg., Washington, D. C., secretary; James C. Riper, 35 East Wacker dr., Chicago, Ill., executive secretary.

South Carolina Press Association, The—A. L. M. Wiggins, Hartsville, S. C., president; B. J. King, c/o Standard, Aiken, S. C., treasurer; Harold C. Booker, editor, News, Lancaster, S. C., secretary.

South Dakota Press Association—Fred C. Christopherson, Argus Leader, Sioux Falls, S. D., president; John H. Craig, Ledger, Tripp, S. D., secretary; George E. Masters, College Station, Brookings, S. D.

South Texas Press Association—R. H. Pilgreen, Leader-News, Uvalde Tex., president.

Southern California Classified Managers Association—Wm. Cass, vice-president, acting in absence of president, Inglewood, Calif., president; Ross G. Johnson, Glendale, Calif., secretary.

Southern Circulation Managers' Association—C. J. Copeland, Clarion Ledger, Jackson, Miss., president; J. B. Lee, Times-Union, Jacksonville, Fla., chairman of the board; Don R. Davis, News-Age-Herald, Birmingham, Ala., secretary; R. J. Sudderth, Times, Chattanooga, Tenn., treasurer.

Southern Newspaper Publishers Association—Charles P. Manship, State Times and Advocate, Baton Rouge, La., president; A. W. Huckle, Herald, Rock Hill, S. C., chairman of the board; James E. Chappell, News and Age-Herald, Birmingham, Ala., treasurer; Walter C. Johnson, Box 1569, Chattanooga, Tenn., secretary manager.

Southwest Kansas Editorial Association—Chas. W. Claybaugh, Southwest Daily Times, Liberal, Kan., president; G. F. Reed, Telegram, Garden City, Kan., vice-president; Earl Fickertt, Gazette-Herald, Peabody, Kan., secretary; Harlow E. Tibbetts, Graphic, Kinsley, Kan., treasurer.

Southwest Newspaper Photographers Association—Paul Threlfall, chief photographer, Beacon, Wichita, Kan., president; Truman Pouncey, assistant professor of Journalism, University of Oklahoma, Norman, Okla., executive secretary-treasurer and manager.

East Tennessee Division Tennessee Press Association—Guy Easterly, Press, LaFollette, Tenn., president; Fred H. Roblin, Harriman, Tenn., secretary-treasurer; Julian Harriss, Box 4013, U-T Station, Knoxville, Tenn., field manager.

Tennessee Press Association, Inc.—Roy C. Coleson, Fayette Falcon, Somerville, Tenn., president and chairman of the board; Minor E. Bragg, Rutherford Courier, Murfreesboro, Tenn., secretary; Julian Harriss, Box 4013, U-T Station, Knoxville, Tenn., acting field manager.

Texas Newspaper Publishers Association—Henry Humphrey, Gazette-Daily News, Texarkana, Tex., president; A. E. Clarkson, Post, Houston, Tex., treasurer; Wayne C. Sellers, 723 Texas Bank Bldg., Dallas, Tex., secretary.

Texas Press Association—James F. Donahue, Courier-Times, Tyler, Tex., president; David M. Warren, Herald, Panhandle, Tex., chairman of the executive committee; Deskins Wells, Leader, Wellington, Tex., secretary.

Texas Circulation Managers Association—W. D. Wolf, News-Tribune, Waco, Tex., president; H. Nagle, News, Port Arthur, Tex., chairman of the board; H. E. Murphy, Houston, Tex., secretary.

Topeka Press Club—J. Howard Rusco, Jayhawk Hotel, Topeka, Kan., president; Ed. B. Chapman, managing editor, State Journal, Topeka, Kan., chairman of the board; Oscar K. Swayze, 508 Columbian Bldg., Topeka, Kan., secretary.

University Press Club of Michigan—Carl M. Saunders, Citizen-Patriot, Jackson, Mich., president; John L. Brumm, 213 Haven Hall, University of Michigan, chairman of the board and secretary-treasurer.

Utah-Idaho Advertising Association—Hayden Stites, Idaho Falls Idaho, president; George Morgan, Standard Examiner, Ogden, Utah, chairman of the board; Roy Davidson, Deseret News, Salt Lake City, Utah, secretary.

Utah State Press Association—Frank S. Beckwith, Delta, Utah, president and chairman of the board; Albert W. Epperson, Kaysville, Utah, secretary.

Virginia Press Association—A. Robbins, Jr., president, publisher, News, Hopewell, Va., president and chairman of the board; J. H. Thornton, publisher, Times-Register, Salem, Va., treasurer; Edwin O. Meyer, secretary-manager and field secretary.

Washington Newspaper Publishers Association, Inc.—Tullius J. Brown, Herald, Grandview, Wash., president; Ray V. Cloud, Tribune-Review, Edmonds, Wash., chairman of the board; Archie Dingwall, Burlington Journal, secretary; Fred W. Kennedy, 214 Lewis Hall, University of Washington, Seattle, Wash., manager.

Western Daily Newspaper Advertising Managers' Association—B. M. Carter, c/o Daily Province, Vancouver, B. C., Canada, president; A. H. Middleton, c/o Sun, Vancouver, B. C., Canada, secretary.

Western New York Newspaper Publishers Association—Charles Cooper, Record, Hilton, N. Y., president; Robert S. Measer, Amherst Bee, Williamsville, N. Y., secretary.

West Texas Press Association—Grady Roberts, Munday, Tex., president; Willard Jones, Snyder, Tex., secretary-treasurer.

West Virginia Newspaper Council—R. E. Fisher, Moorefield, W. Va., president; Richard H. Ralston, Buckhannon, W. Va., secretary.

West Virginia Publishers Association—Robert L. Smith, general manager, Gazette, Charleston, W. Va., president; James W. Weir, Elkins, W. Va., secretary.

White House Correspondents Association—John C. Henry, Washington Star, president; Douglas B. Cornell, Associated Press, vice-president; Paul Wooton, Times-Picayune, New Orleans, secretary-treasurer.

White House News Photographers Association—George M. Dorsey, Pathe News, Albee Bldg., Washington, D. C., president; George R. Skadding, Associated Press, 330 Star Bldg., Washington, D. C., executive secretary-treasurer.

Wisconsin Classified Managers' Association—George J. Westrich, classified manager, Journal-Times, Racine, Wis., president; John C. Welch, Leader & Telegram, Eau Claire, Wis., secretary.

Wisconsin Daily Newspaper League—Walter B. Chilsen, Merrill Herald, president; William T. Burgess, La Crosse Tribune, secretary.

Wisconsin Press Association—Harry Heidmann, Record-Herald, Algoma, Wis., president; C. W. Brown, Enterprise, Oconomowoc, Wis., first vice-president.

Wyoming Press Association—C. Stanley Greenbaum, Laramie, Wyo., president and chairman of the board; Mart T. Christensen, Capitol Bldg., Cheyenne, Wyo., secretary.

COMPOSITION OF PRINTERS' METALS

Standard metal formulas as recommended by typesetting machine manufacturers are as follows:

Linotype and Intertype, 4 per cent tin, 11 per cent antimony, 85 per cent lead.

Standard Monotype, 7 per cent tin, 16 per cent antimony, 77 per cent lead.

Special Monotype, 8 per cent tin, 16½ per cent antimony, 75½ per cent lead.

Stereotype, 6 per cent tin, 14 per cent antimony, 80 per cent lead.

Electrotype, 3 per cent tin, 4 per cent antimony, 93 per cent lead.

Newsprint Manufacturers in North America

United States

Company	Selling Organization
Algonquin Paper Corp., Ogdensburg, N. Y.	The Wright Co., 444 Madison Ave., New York
Beaver Wood Fibre Co., Ltd., 100 E. 42nd st., N. Y. C.	100 E. 42nd st., N. Y. C.
Blandin Paper Co., St. Paul, Minnesota	E-1102 First Natl. Bank Bldg., Grand Rapids, Minn.
Crown Zellerbach Corp., 343 Sansome st., San Francisco, Cal.	343 Sansome st., San Francisco, Cal.
Escanaba Paper Co., Escanaba, Mich.	
Finch, Pruyn & Co., Inc., Glens Falls, N. Y.	
Gilman Paper Co., Gilman, Vt.	
Gould Paper Company, Lyons Falls, N. Y.	
Great Northern Paper Co., 342 Madison ave., N. Y. C.	342 Madison ave., New York City.
Hawley Pulp & Paper Co., Oregon City, Oregon	
Hawthorne Paper Co., Kalamazoo, Mich. (Rag)	
Inland Empire Paper Co., Millwood, Wash.	
International Paper Co., 220 E. 42nd st., N. Y. C.	220 E. 42nd st., N. Y. C.
Island Paper Co., Carthage, N. Y.	
Maine Seaboard Paper Co., Bucksport, Me.	The Wright Co., 444 Madison ave., N. Y.
Manistique Pulp & Paper Co., Manistique, Mich.	
Minnesota & Ontario Paper Co., Builders' Exchange, Minneapolis, Minn.	Builders Exchange Bldg., Minneapolis, Minn.
New Brunswick International Paper Co., 220 E. 42nd st., N. Y.	220 E. 42nd st., N. Y.
Pejepscot Paper Co., 420 Lexington ave., N. Y.	Pejepscot Paper Co., 420 Lexington ave., N. Y.
St. Croix Paper Co., Woodland, Maine	H. G. Craig & Co., 230 Park ave., New York and St. Croix Paper Co., 15 State st., Boston, Mass.
Schroon River Pulp & Paper Co., Warrensburg, N. Y.	
Southland Paper Mills, Inc., Lufkin, Texas	Perkins, Goodwin Co., 30 Rockefeller Plaza, N. Y.
Watab Paper Co., Sartell, Minn.	
Wisconsin River Paper & Pulp Co., Neenah, Wis.	

Canada

Abitibi Power & Paper Co., Ltd., 408 University ave., Toronto, Ont.	The G. H. Mead Co., 230 Park ave., N. Y.
Anglo-Canadian Pulp & Paper Mills, Ltd., Quebec, Can.	Montmorency Paper Co., Ltd., 10 E. 43rd st., N. Y.
Anglo-Newfoundland Dev. Co., Ltd., Grand Falls, Newfoundland	Montmorency Paper Co., Ltd., 10 E. 43rd st., N. Y.
Bathurst Power & Paper Co., Ltd., Bathurst, N. B.	Raymond Kelly, 342 Madison ave., N. Y.
Beaver Wood Fibre Co., Ltd., Thorold, Ont.	100 E. 42nd st., N. Y.
Booth, J. R., Ltd., Ottawa, Ont.	Louis Bittner, 420 Lexington ave., N. Y.
Bowater's Newfoundland Pulp & Paper Mills, Queen Victoria st., E.C.4, London	Bowater Paper Co., 342 Madison ave., N. Y.
Brompton Pulp & Paper Co., Ltd., East Angus, Que.	
Canadian International Paper Co., Sun Life Bldg., Montreal, Que.	Sun Life Bldg., Montreal, Que.
Consolidated Paper Corp., Ltd., Sun Life Bldg., Montreal Que.	St. Maurice Valley Paper Co., 230 Park ave., N. Y.
Donnacona Paper Co., Ltd., Donnacona, Que.	H. G. Craig & Co., Inc., 230 Park ave., N. Y.
Donohue Bros., Ltd., La Malbaie, Que.	T. E. Pope Co., 247 Park ave., N. Y.
Eddy, The E. B. Co., Ltd., Hull Que.	
Great Lakes Paper Co., Ltd., Fort Williams, Ont.	55 York st., Toronto, Ont.
Lake St. John Power & Paper Co., Ltd., Dolbeau, Que.	
Maclaren, James, Co., Ltd., Buckingham, Que.	
Manitoba Paper Co., Ltd., Pine Falls, Manitoba (Subsidiary Abitibi Power and Paper Co.)	The G. H. Mead Co., 230 Park ave., N. Y.
Mersey Paper Co., Ltd., Brooklyn, Nova Scotia	
Murray Bay Paper Co., Ltd., Murray Bay, P. Q., Charlevoix County	
New Brunswick International Paper Co., Dalhousie, N. B.	International Paper Sales Co., Sun Life Bldg., Montreal, Montreal, Que.
Ontario-Minnesota Pulp & Paper Co., Ltd., Fort Frances, Ont. and Kenora, Ont.	Ontario-Minnesota Pulp & Paper Co., Ltd., Builders Exchange Bldg., Minneapolis, Minn.
Ontario Paper Co., Ltd., Thorold, Ont.	
Pacific Mills, Ltd., Box 897, Vancouver, B. C.	Crown Zellerbach Corp., 343 Sansome st., San Francisco.
Powell River Co., Ltd., 1204 Standard Bank Bldg., Vancouver, B. C.	G. F. Steel & Co., 400 Madison ave., N. Y. and Powell River Co., Vancouver, B. C.
Price Bros. & Co., Ltd., Quebec, P. Q.	Price Bros. Sales Co., 420 Lexington ave., N. Y.
Provincial Paper Co., Ltd., 388 University ave., Toronto, Ont.	
Quebec North Shore Paper Co., Baie Comeau, Que.	Ontario Paper Co., Ltd., Thorold, Ont.
St. Lawrence Paper Mills Co., Ltd., Three Rivers, Que.	St. Lawrence Paper Mills, Ltd., Sun Life Bldg., Montreal
St. Raymond Paper, Ltd., 276 St. James W., Montreal, Quebec	Raymond Paper, Ltd., 276 St. James W., Montreal Quebec
Ste. Anne Paper Co., Ltd., Montreal, Quebec	The G. H. Mead Co., 230 Park ave., N. Y.
Spruce Falls Power & Paper Co., Kapuskasing, Ont.	330 University ave., Toronto, Ont.
T per Co., Ltd., Port Arthur, Ont.	The G. H. Mead Co., 230 Park ave., N.

LEADING NEGRO PUBLICATIONS OF THE UNITED STATES

ALABAMA

City	Publication	Date of Publication	Circulation	Rate
Birmingham	Review	Weekly	13,000	.05*
Birmingham	World	Tues. & Fri	7,000	.05*
Mobile	Advocate	Sat		.25"
Montgomery	Alabama Tribune	Thurs	8,500	.035*

ARKANSAS

City	Publication	Date of Publication	Circulation	Rate
Hot Springs	Crusader Journal	Sat	3,250	.05*
Pine Bluff	Negro Spokesman	Sat	2,890	.04*
Little Rock	Arkansas World	Sat	5,000	.06*
Little Rock	Arkansas State Press	Sat	3,000	.04*

CALIFORNIA

City	Publication	Date of Publication	Circulation	Rate
Los Angeles	California Sentinel	Sat	10,000	.10*
Los Angeles	California Eagle	Fri	12,000	.10*
Oakland	California Voice	Fri	5,000	.055*

COLORADO

City	Publication	Date of Publication	Circulation	Rate
Denver	Star	Sat	4,000	.03*

DISTRICT OF COLUMBIA

City	Publication	Date of Publication	Circulation	Rate
Washington	Afro-American	Sat	**27,832**	.10*
Washington	Tribune	Sat	21,000	.12*

FLORIDA

City	Publication	Date of Publication	Circulation	Rate
Jacksonville	Florida Tattler	Sat	5,000	.04*
Miami	Times	Sat	5,000	.05*
Orlando	Florida Sun	Sat	6,210	.05*
Pensacola	Colored Citizen	Sat	4,200	.03*
St. Petersburg	World	Sat	3,500	.04*
Tallahassee	Capital City Post	Sat	2,100	.03*
Tampa	Bulletin	Sat	15,000	.10*

GEORGIA

City	Publication	Date of Publication	Circulation	Rate
Albany	Enterprise	Sat	2,242	.03*
Atlanta	World	Daily	14,100	.08*
Augusta	Echo	Sat	3,000	.02½*
Columbus	World	Sat		.05*
Rome	Enterprise	Bi-Weekly	4,200	.04½*
Savannah	Tribune	Sat	5,000	.03*

ILLINOIS

City	Publication	Date of Publication	Circulation	Rate
Chicago	Bee	Sun	23,000	.15*
Chicago	Defender	Sat	100,000	.38*
Springfield	Illinois Conservator	Sat	5,000	.03*

INDIANA

City	Publication	Date of Publication	Circulation	Rate
Evansville	Argus	Fri		.74"
Gary	American	Sat	3,108	.055*
Indianapolis	Recorder	Sat	12,000	.10*

IOWA

City	Publication	Date of Publication	Circulation	Rate
Des Moines	Iowa Bystander	Fri	2,500	.02*

KANSAS

City	Publication	Date of Publication	Circulation	Rate
Kansas City	Call		**19,978**	.12½*
Kansas City	Plaindealer	Fri		.75*
Wichita	Kansas Journal	Sat	5,200	.04*

KENTUCKY

City	Publication	Date of Publication	Circulation	Rate
Hopkinsville	Globe Journal	Sat	1,292	.03*
Louisville	Leader	Sat	15,297	.09*

LOUISIANA

City	Publication	Date of Publication	Circulation	Rate
New Orleans	Louisiana Weekly	Sat	16,819	.10*
New Orleans	Sentinel	Sat	3,500	.60"
New Orleans	Sepia Socialite	Fri	9,850	.07*
Shreveport	Sun	w	3,890	.055*
Shreveport	World	w	3,500	.04*

MARYLAND

City	Publication	Date of Publication	Circulation	Rate
Baltimore	Afro-American	Tues. (Local)	**17,807**	....
		Sat. (Local)	**23,559**	....
Baltimore	Afro-American	Sat. (National)	**36,456**	30*

MASSACHUSETTS

City	Publication	Date of Publication	Circulation	Rate
Boston	Chronicle	w	6,000	.05*
Boston	Guardian	Sat	5,000	.04*

MICHIGAN

City	Publication	Date of Publication	Circulation	Rate
Detroit	Tribune	Sat	17,177	.08*

MINNESOTA

City	Publication	Date of Publication	Circulation	Rate
Minneapolis	Spokesman	Fri		.07*
Minneapolis	Twin City Leader	w	3,500	.03*
St. Paul	Recorder	Fri		.07*

MISSISSIPPI

City	Publication	Date of Publication	Circulation	Rate
Greenville	Delta Leader	Fri	8,000	.08*
Greenville	Southern Leader	Sat	3,527	.04*
Jackson	Mississippi Enterprise	Fri		.08*
Jackson	Weekly Recorder	Sat	2,000	.03*
Meridian	Weekly Echo	Sat	4,130	.04*
Vicksburg	Advance Dispatch	Sat	2,521	.03*

MISSOURI

City	Publication	Date of Publication	Circulation	Rate
Hannibal	Register	Sat	4,000	.03*
Kansas City	Call	Fri	**21,400**	.12½*
St. Louis	Argus	Fri	15,053	.10*

NEBRASKA

City	Publication	Date of Publication	Circulation	Rate
Omaha	Guide	Sat	6,500	.07*

NEW JERSEY

City	Publication	Date of Publication	Circulation	Rate
Newark	Afro-American	Sat	**15,725**	....
Newark	Herald News	Sat	19,881	.10*
Newark	New Jersey Record	Wed		$1.40"

NEW YORK

City	Publication	Date of Publication	Circulation	Rate
Buffalo	Star	Fri	4,650	.06*
New York	Age		20,711	.15*
New York	Amsterdam Star-News	Sat	**33,748**	.20*
New York	People's Voice		54,000	.17*

NORTH CAROLINA

City	Publication	Date of Publication	Circulation	Rate
Asheville	Record	Sat	6,422	.05*
Durham	Carolina Times	Sat	7,750	.08*
Greenville	Carolina Citizen	Sat	1,200	.03*
Greensboro	Carolina Citizen	Sat	3,000	.03*
Greensboro	Tribune	Sat	3,300	.04*
Hendersonville	Mountain News	Sat	1,100	.02*
Raleigh	Carolina Tribune	Sat	5,590	.05*
Wilmington	Capefear Journal	Sat	4,000	.03*
Winston-Salem	News Dispatch	Sat	3,500	.04*
Winston-Salem	Post	Sat	8,000	.045*

OHIO

City	Publication	Date of Publication	Circulation	Rate
Cincinnati	Union	Fri	3,000	.04*
Cleveland	Call & Post	Sat	15,876	.08*
Columbus	Ohio State News	Sat	9,500	.07*
Dayton	Cincinnati & Dayton Forum	Sat	3,500	.03*
Toledo	Press	Sat	3,200	.04*
Youngstown	Buckeye Review	Thurs	4,000	.04*

OKLAHOMA

City	Publication	Date of Publication	Circulation	Rate
Muskogee	Oklahoma Independent	Sat	4,000	.03*
Oklahoma City	Black Dispatch	Sat	14,000	.08*
Tulsa	Eagle	Sat	4,000	.03*

PENNSYLVANIA

City	Publication	Date of Publication	Circulation	Rate
Philadelphia	Afro American	Sat	**19,033**	....
Philadelphia	Independent	Sun	18,054	.15*
Philadelphia	The Christian Review	Thurs		.10*
Philadelphia	Tribune	Thurs	**10,233**	.10*
Pittsburgh	Courier	Sat	**190,684**	.40*
Pittsburgh	Telegram	Sat		$2.00*
Uniontown	Courier Digest	Sat	2,500	.035*

SOUTH CAROLINA

City	Publication	Date of Publication	Circulation	Rate
Charleston	Lighthouse	Sat	4,000	.03*
Columbia	Palmetto Leader	Sat	10,000	.05*
Greenville	Log	Sat	4,282	.04*
Sumter	Samaritan Herald	Sat	2,122	.03*

TENNESSEE

City	Publication	Date of Publication	Circulation	Rate
Jackson	Christian Index	Sat	5,000	.04*
Jackson	Times	Bi-Weekly	3,100	.03*
Knoxville	Flashlight Herald	Sat		.07*
Knoxville	East Tennessee News	Thurs	6,700	.05*
Knoxville	Enquirer	Sat	6,000	.04*
Memphis	World	Tues. & Fri	8,500	.05*
Nashville	Globe	Fri	18,000	.10
Nashville	Nat'l Baptist Convention Quarterlies	Quarterly—Jan. 1, Apr. 1, July 1, Oct. 1		$1250.†

TEXAS

City	Publication	Date of Publication	Circulation	Rate
Dallas	Dallas Express	Sat		.07*
Houston	Houston Defender (Including the Negro Labor News, Houston, Texas, published semi-monthly)	Sat		.08*
Houston	Defender	Sat	7,000	.06*
Houston	Informer	Sat	**18,957**	.11*
Houston	Negro Labor News	Sat	10,000	.07*
San Antonio	Register	Fri	8,000	.07*
Waco	Waco Messenger	Fri		.50*

VIRGINIA

City	Publication	Date of Publication	Circulation	Rate
Norfolk	Journal & Guide	Sat	**34,553**	.14*
Richmond	Afro-American	Sat	**9,000**	.07*

WASHINGTON

City	Publication	Date of Publication	Circulation	Rate
Seattle	Northwest Enterprise	Fri	2,000	.03*

WEST VIRGINIA

City	Publication	Date of Publication	Circulation	Rate
Charleston	West Virginia Digest	Sat	4,000	.04*

Boldface means A. B. C. "Means per inch. *Means per line. †Means per page.

All time high

FOR THE

AFRO-AMERICAN NEWSPAPERS

3,004,515 lines

OF ADVERTISING IN 1942

an all-time record for Negro newspapers

CIRCULATION NOW IN EXCESS OF

150,000

(MEMBERS A.B.C.)

The Afro-American Newspapers are the dominant force in the great AFRO-MARKET extending from Massachusetts to North Carolina . . . the one, direct way to reach and sell this most prosperous one-third of America's Negro population.

The Afro-American Newspapers

BALTIMORE • WASHINGTON • PHILADELPHIA
NEW JERSEY • RICHMOND • NATIONAL

EXECUTIVE OFFICES:
628 N. EUTAW STREET BALTIMORE MD.

The Afro-American Newspapers have more circulation than all other ABC Negro papers sold in this Eastern Seaboard area.

★

NEWSPAPERS OFFERING MERCHANDISING COOPERATION

** Denotes those which have merchandising papers.*

ALABAMA

Anniston Star
Birmingham Post
*Birmingham Age-Herald
*Birmingham News
Decatur Daily
Dothan Eagle
Florence Times
Gadsden Times
Huntsville Times
Mobile Press
Mobile Register
Mobile Press Register
Montgomery Advertiser
Montgomery Alabama Journal
Selma Times Journal
Sheffield & Tuscumbia Tri-Cities Daily
Troy Messenger

ARIZONA

Bisbee Review
Douglas Dispatch
Phoenix Gazette
Phoenix Arizona Republic
Phoenix Republic and Gazette
Prescott Courier
Prescott Courier-Journal
Tucson Arizona Star & Citizen
Yuma Sun and Sentinel

ARKANSAS

Batesville Guard
Blytheville Courier News
Camden News
El Dorado News
El Dorado Evening Times
Fayetteville Northwest Arkansas Times
Fort Smith Southwest-American
Fort Smith Times Record
Harrison Daily Times
Helena World
Hope Star
Hot Springs New Era-Sentinel Record
Jonesboro Tribune
*Little Rock Arkansas Democrat
Little Rock Arkansas Gazette
Magnolia Daily Banner-News
Mena Evening Star
Pine Bluff Commercial
Searcy Daily Citizen
Texarkana Gazette
Texarkana News

CALIFORNIA

*Alameda Times-Star
*Alhambra Post Advocate
Anaheim Bulletin
Bakersfield Californian
Berkeley Gazette
Brawley News
Burbank Review
Burlingame Advance
Chico Enterprise
Chico Record
Corona Independent
*Culver City Star-News
El Centro Imperial Valley Press
El Centro Post
*Escondido Times-Advocate
Eureka Humboldt Times
Eureka Humboldt Standard
Fresno Bee
Fullerton News Tribune
Glendale News-Press
Grass Valley Union
Hanford Daily Sentinel
Hanford Morning Journal
Hollister Free Lance
*Hollywood Citizen-News
Inglewood News
Lodi News-Sentinel
Lodi Times
Long Beach Press Telegram
Long Beach Sun
*Los Angeles Examiner
*Los Angeles Herald-Express
Los Angeles Daily News
*Los Angeles Times
*Madera Tribune
Martinez Contra Costa Gazette
Marysville Appeal-Democrat
Merced Sun-Star
Modesto Bee
Monrovia News-Post
Monterey Peninsula Herald
Napa Register
*Oakland Post-Enquirer
Oakland Tribune
Oceanside Blade-Tribune
Ontario Daily Report
Oroville Mercury-Register
Oxnard Press-Courier
*Palo Alto Times
Pasadena Star-News and Post
Petaluma Argus-Courier
Placerville Republican
Pomona Progress Bulletin
*Porterville Evening Recorder
Red Bluff News
Redding Record-Searchlight
Redlands Facts
*Redondo Beach Breeze
Redwood City Tribune
Richmond Independent
Riverside Press & Enterprise
Roseville Press
*Sacramento Bee
Sacramento Union
Salinas Californian
San Bernardino Sun
San Bernardino Evening Telegram
San Diego Union & Tribune-Sun
San Francisco Call-Bulletin
San Francisco Chronicle
San Francisco Examiner
San Francisco News
San Jose Evening News
San Jose Mercury-Herald
San Luis Obispo Telegram-Tribune
San Mateo Times
Santa Barbara News-Press
Santa Cruz Sentinel-News
Santa Maria Daily Times
Santa Monica Outlook
Santa Paula Chronicle
Santa Rosa Press Democrat & Republican
*Stockton Record
*Taft Daily Midway Driller
Tulare Times Advance Register
*Vallejo Evening Chronicle-News
Vallejo Times-Herald
*Ventura Star-Free Press
Visalia Times-Delta
Watsonville Register-Parjaronian & Sun
Wilmington Journal
Wilmington Press
*Woodland Daily Democrat

COLORADO

Boulder Daily Camera
Canon City Daily Record
Colorado Springs Gazette & Telegraph
Denver Post
Denver Rocky Mountain News
Durango Herald-Democrat
Fort Collins Express-Courier
Grand Junction Daily Sentinel
Greeley Tribune
Lamar Daily News
Leadville Herald Democrat
Longmont Times-Call
*Montrose Press
*Pueblo Star-Journal & Chieftain
Rocky Ford Gazette-Topic
Salida Daily Mail
Sterling Advocate
Trinidad Morning Light

CONNECTICUT

Ansonia Sentinel
Bridgeport Herald
*Bridgeport Post-Telegram
Bridgeport Sunday Post
Bristol Press
Danbury News-Times
Greenwich Time
Hartford Courant
Hartford Times
Manchester Herald
Meriden Record
Middletown Press
New Haven Journal-Courier
New Haven Register
New London The Day
Norwich Bulletin & Record
Norwalk Hour
South Norwalk Sentinel
Stamford Advocate
Torrington Register
Waterbury Democrat
Waterbury Republican-American
Willimantic Chronicle

DELAWARE

*Wilmington News Journal Papers

DISTRICT OF COLUMBIA

Washington Daily News
Washington Post
Washington Times-Herald

FLORIDA

Bradenton Herald
Daytona Beach Evening News
Daytona Beach Morning Journal
Daytona Beach Sunday News-Journal
Deland Sun News
Ft. Lauderdale Daily News
Fort Pierce News Tribune
Gainesville Daily Sun
Jacksonville Florida Times-Union
Jacksonville Journal
Key West Citizen
Miami Herald
Miami Daily News
Ocala Morning Banner
Ocala Star
Orlando Reporter-Star Sentinel
Palatka Daily News
Panama City News-Herald
Pensacola Journal-News
St. Augustine Record
St. Petersburg Evening Independent
St. Petersburg Times
Sarasota Herald-Tribune
Tallahassee Daily Democrat
Tallahassee News-Democrat
Tampa Daily Times
Tampa Morning Tribune
West Palm Beach Post and Times
Winter Haven Chief

GEORGIA

Albany Herald
Americus Times Recorder
Athens Banner-Herald
Atlanta Constitution
Augusta Chronicle
Augusta Herald
Columbus Ledger-Enquirer
Dublin Courier Herald
La Grange News
Macon Evening News
Macon Telegraph
Moultrie Observer
Rome News-Tribune
Savannah Evening Press
Savannah Morning News
Thomasville Times-Enterprise
Valdosta Daily Times
Waycross Journal-Herald

HAWAII

Honolulu Honolulu Advertiser
Hilo Hawaii Press

IDAHO

Blackfoot Bulletin
Boise Idaho Statesman
Caldwell News Tribune
Coeur d'Alene Press
Idaho Falls Post-Register
Lewiston Morning Tribune
Moscow Daily Idahonian
Nampa Free Press
Twin Falls Times and News
Wallace Press-Times

ILLINOIS

Alton Evening Telegraph
Aurora Beacon-News
Belleville Advocate
*Bloomington Daily Pantagraph
Canton Daily Ledger
Centralia Evening Sentinel
Champaign Courier
Champaign-Urbana News-Gazette
Charleston Daily Courier
*Chicago Daily News
Chicago Herald-American
Chicago Sun
Chicago Times
Chicago Tribune
*Clinton Journal-Public
Danville Commercial-News
Decatur Herald & Review
De Kalb Daily Chronicle
Dixon Telegraph
East St. Louis Journal
Edwardsville Intelligencer
Elgin Daily Courier News
Freeport Journal-Standard
Galena Gazette
Galesburg Register-Mail
Harrisburg Daily Register
Hoopeston Chronical-Herald
Joliet Herald-News
Kankakee Republican-News
Kewanee Star-Courier
LaSalle Post-Tribune
Lewistown Record
Lincoln Evening Courier
Litchfield News-Herald
Marion Post
Marion Daily Republican
Mattoon Daily Journal-Gazette
Monmouth Review Atlas
Mt. Carmel Daily Republican-Register
Mt. Vernon Register-News
Murphysboro Daily Independent
Olney Mail
Ottawa Daily Republican-Times
Paris Beacon-News
*Peoria Journal-Transcript
Peoria Star
Peru News-Herald
Quincy Herald-Whig
Robinson News
*Rockford Morning Star and Register-Republic
Moline Daily Dispatch
Rock Island Argus
Shelbyville Union
Springfield Illinois State Journal
Springfield Illinois State Register
Sterling-Rock Falls Daily Gazette
Streator Times-Press
Watseka Iroquois County Times
Waukegan News-Sun
West Frankfort Daily American
Woodstock Sentinel

INDIANA

Anderson Bulletin
Bedford Times-Mail
Bicknell Daily News
Bloomfield Evening World
Bloomington Telephone
Bloomington World
Clinton Clintonian
Columbus Evening Republican
Elkhart Truth
Elwood Call Leader
Fort Wayne Journal-Gazette
Fort Wayne News-Sentinel
Frankfort Morning Times
Franklin Evening Star
Gary Post Tribune
Goshen News Democrat
Green Castle Banner
Greenfield Daily Reporter
Hartford City News-Times
Huntington Herald-Press
Indianapolis News
Indianapolis Times
Jeffersonville News
Kendallville News-Sun
Kokomo Tribune
La Porte Herald-Argus
Lebanon Reporter
Logansport Pharos Tribune
Marion Chronicle & Leader-Tribune
Madison Courier
Michigan City News Dispatch
Mt. Vernon Democrat
Muncie Morning Star
New Albany Tribune
New Castle Courier-Times
Noblesville Daily Ledger
Plymouth Pilot & News
Peru Daily Tribune
Princeton Clarion-News & Daily
Richmond Palladium-Item
Rushville Republican Telegram
Seymour Tribune
South Bend Tribune
Spencer World
Terre Haute Tribune and Star
Valparaiso Vidette-Messenger
Vincennes Sun-Commercial
Wabash Plain Dealer
Washington Democrat
Washington Herald

IOWA

Ames Tribune
*Burlington Daily Hawk-Eye Gazette
Carroll Daily Times Herald
Cedar Falls Daily Record
*Cedar Rapids Gazette
Centerville Iowegian & Citizen
Charles City Daily Press
Cherokee Times
Clinton Herald
Creston News Advertiser
Davenport Democrat and Leader
Davenport Times
Des Moines Register and Tribune
Dubuque Telegraph Herald
Estherville Daily News
Fairfield Daily Ledger
Fort Dodge Messenger and Chronicle
Fort Madison Democrat
Iowa City The Iowan
Iowa City Press-Citizen
Keokuk Gate City
Missouri Valley Times
Muscatine Journal and News Tribune
Nevada Evening Journal
Newton Daily News
Oelwein Register
Oskaloosa Daily Herald
Ottumwa Daily Courier
Perry Chief
Shenandoah Evening Sentinel
Sioux City Journal and Tribune-Journal
Vinton Cedar Valley Daily Times
Washington Evening Journal
Waterloo Daily Courier
Webster City Freeman-Journal

KANSAS

Abilene Reflector-Chronicle
Arkansas City Daily Traveler
Atchison Daily Globe
Burlington Republican
Chanute Tribune
Coffeyville Journal
Concordia Blade-Empire
Dodge City Globe
El Dorado Times
Emporia Gazette
Fort Scott Tribune-Monitor
Hutchinson News-Herald
Independence Daily Reporter
Iola Register
Junction City Union
Lawrence Journal-World
Leavenworth Times
Liberal Southwest Times
McPherson Republican
Manhattan Chronicle & Mercury
Neodesha Sun
Newton Evening Kansan-Republican
Norton Telegram
Ottawa Herald
Parsons Sun
Pittsburg Headlight and Sun
Pratt Daily Tribune
Topeka Daily Capital
Topeka State Journal
Wichita Beacon
Wichita Eagle
Winfield Courier

KENTUCKY

Corbin Tribune & Times
Covington Kentucky Post
Danville Messenger
Frankfort State Journal
Glasgow News
Harlan Enterprise
Henderson Gleaner & Journal
Lexington Herald
Lexington Leader
Lexington Sunday Herald-Leader
*Louisville Courier-Journal and Times
Madisonville Messenger
Maysville Independent
Middlesboro News
Owensboro Messenger & Inquirer
*Paducah Sun Democrat
Paris Enterprise
Winchester Sun

LOUISIANA

Alexandria Town Talk
Crowley Daily Signal
Houma Courier
Lafayette Daily Advertiser
Monroe News-Star & World
New Orleans Item
New Orleans Times-Picayune & States
Opelousas World
Ruston Daily Leader
Shreveport Journal
Shreveport Times

MAINE

Bangor Daily News
* Lewiston-Auburn Journal & Sun

MARYLAND

Annapolis Capital-Gazette Press
Baltimore News-Post & American
Baltimore Sun
Cambridge Banner
Cumberland Times
Frederick News and Post
Hagerstown Herald-Mail
Salisbury Times

MASSACHUSETTS

Attleboro Daily Sun
Beverly Times
Boston Christian Science Monitor
Boston Herald-Traveler
Boston Post
Cape Cod-Hyannis Standard-Times
Chelsea Evening Record
Clinton Item

Educational and

Cartoon Contest

Earn MONEY and READER INTEREST for your paper or magazine by using our "QUESTION & ANSWER" Educational Competitions and Cartoon Contests.

We also produce highest grade busines and historical SPECIAL editions. One earned $30,000.

Newspapers must establish a financial bedrock now, in order to survive in the post-war period.

Hudson De Priest & Associates

World's Record Circulation Builders

246 Fifth Ave., New York, N. Y.
(& Allerton Hotel, Chicago)

Newspapers Offering Merchandising Cooperation

(Continued from page 183)

Fall River Herald News
Gardner News
Gloucester Daily Times
Greenfield Recorder-Gazette
Haverhill Evening Gazette
Haverhill Sunday Record
Lawrence Eagle-Tribune
Lowell Telegram
Lynn Evening Item
Marlboro Enterprise
*Medford Mercury
Hudson Daily Sun
Milford News
New Bedford Evening Standard-Times
Newburyport Daily News
North Adams Transcript
Northampton Daily Hampshire Gazette
North Attleboro Chronicle
Norwood Daily Messenger
Pittsfield Berkshire Evening Eagle
Quincy Patriot Ledger
Salem Evening News
Taunton Gazette
*Wakefield Item
Waltham News-Tribune
*Worcester Telegram
*Worcester Evening Gazette
*Worcester Sunday Telegram

MICHIGAN

Adrian Telegram
Albion Evening Recorder
Alpena News
*Ann Arbor News
Battle Creek Enquirer and News
Bay City Times
Benton Harbor News-Palladium
Cadillac Evening News
Calumet News-Journal
Cheboygan Tribune
Coldwater Reporter
Detroit Free Press
*Detroit News
Detroit Times
Dowagiac Daily News
Escanaba Daily Press
*Flint Journal
Grand Haven Daily Tribune
Grand Rapids Herald
*Grand Rapids Press
Greenville News
Holland Evening Sentinel
Ionia Daily Sentinel-Standard
Iron Mountain News
Ironwood Globe
Jackson Citizen Patriot
*Kalamazoo Gazette
Lansing State Journal
Ludington News
Manistee News-Advocate
Marquette Mining Journal
Marshall Chronicle
Menominee Herald-Leader
Midland Daily News
Monroe News
Ht. Clemens Daily Monitor
Muskegon Chronicle
Niles Star
Owosso Argus-Press
Petoskey News
*Pontiac Daily Press
*Port Huron Times Herald
Royal Oak Daily Tribune
*Saginaw News
St. Joseph Herald Press
Sault Ste. Marie News
Sturgis Daily Journal
South Haven Tribune
Three Rivers Commercial
Traverse City Record-Eagle
Ypsilanti Daily Press

MINNESOTA

Albert Lea Evening Tribune
Austin Daily Herald
Bemidji Daily Pioneer
Brainerd Dispatch
Crookston Daily Times
*Duluth Herald and News-Tribune
Faribault Daily News
Fairmount Daily Sentinel
Fergus Falls Journal
Hibbing Daily Tribune
International Falls Daily Journal
Little Falls Daily Transcript
*Mankato Free Press
Minneapolis Times
Minneapolis Star-Journal & Tribune
Moorhead News
New Ulm Journal
Rochester Post-Bulletin
St. Cloud Times
*St. Paul Dispatch-Pioneer Press
Virginia Daily Enterprise
Willmar Daily Tribune
Winona Republican-Herald
Worthington Globe

MISSISSIPPI

Biloxi-Gulfport Herald
Greenville Delta Democrat-Times
Greenwood Commonwealth
Jackson News
Laurel Leader-Call
Natchez Democrat
Tupelo Journal
West Point Daily Times Leader

MISSOURI

Boonville Daily News
*Cameron News-Observer
Cape Girardeau Southeast Missourian
Carrollton Democrat
Chillicothe Constitution-Tribune
Columbia Daily Missourian
Columbia Tribune
Excelsior Springs Daily Standard
Fulton Sun-Gazette
Hannibal Courier-Post
Independence Examiner
Jefferson City Capital News
*Joplin Globe News-Herald
Kansas City Star
Kirksville Daily Express & News
Lebanon Daily News
Lexington Advertiser-News
Macon Chronicle-Herald
Marshall Democrat-News
Maryville Forum
Mexico Ledger
Moberly Monitor Index
Monett Times
Poplar Bluff American Republic
Rolla New Era
St. Joseph News-Press
St. Joseph Gazette
St. Louis Globe-Democrat
St. Louis Post-Dispatch
St. Louis Star-Times
Sedalia Capital
Sedalia Democrat
Springfield Daily News
Springfield Leader & Press
Springfield News & Leader
Trenton Republican Times
Warrensburg Star-Journal

MONTANA

Butte Daily Post
Butte Montana Standard
Great Falls Tribune Leader
Havre News
Kalispell Inter Lake
Lewistown Democrat-News & Telegram
Livingston Enterprise
Miles City Star
Missoula Sentinel
Missoula Missoulian

NEBRASKA

Beatrice Sun
Beatrice Times
Columbus Telegram
Fremont Daily Tribune
Fremont Morning Guide
Grand Island Daily Independent
Hastings Daily Tribune
Holdrege Citizen
Kearney Hub
*Lincoln Journal
Lincoln Star
McCook Daily Gazette
Nebraska City Nebraska Daily News-Press
Norfolk Daily News
North Platte Daily Telegraph
Omaha World-Herald
Scottsbluff Star-Herald

NEVADA

Elko Daily Free Press
Reno Nevada State Journal
Reno Evening Gazette
Tonopah Times Bonanza

NEW HAMPSHIRE

Claremont Daily Eagle
Concord Monitor & Patriot
Keene Evening Sentinel
*Manchester Union-Leader
Nashua Telegraph
Portsmouth Herald

NEW JERSEY

Asbury Park Press
Atlantic City Press Union
Atlantic City Daily World
Bayonne Times
Bridgeton News
*Camden Courier-Post
Elizabeth Daily Journal
Hackensack Bergen Evening Record
Hoboken Jersey Observer
Millville Daily Republican
Morristown Daily Record
Newark Sunday Call
Newark Evening News
Newark Star-Ledger
New Brunswick Home News & Sunday Times
Ocean City Daily Sentinel-Ledger
Passaic Herald-News
Paterson Evening News
Paterson Morning Call
Perth Amboy Evening News
Plainfield Courier News
Red Bank Standard
Union City Hudson Dispatch
Vineland Evening Times Journal

NEW MEXICO

Carlsbad Current-Argus
Clovis News-Journal
Gallup Independent
Hobbs News-Sun
Las Cruces Sun-News
Las Vegas Optic
Portales News
Raton Range
Roswell Record
Roswell Morning Dispatch
Santa Fe New Mexican

NEW YORK

Albany Times-Union
Amsterdam Recorder & Democrat
Auburn Citizen Advertiser
Batavia News
Binghamton Press
Binghamton Sun
Buffalo Courier-Express
Buffalo Evening News
Canandaigua Daily Messenger
Cortland Standard
Corning Leader
Dunkirk Observer
Elmira Star-Gazette
Elmira Advertiser
Elmira Telegram
Endicott Daily Bulletin
Geneva Daily Times
Gloversville and Johnstown Leader-Republican; Herald
Hempstead Town Nassau Review Star
Herkimer Evening Telegram
Hornell Evening Tribune
Jamestown Post-Journal
Kingston Daily Freeman
Little Falls Evening Times
Lockport Union Sun & Journal
Malone Evening Telegram
Mamaroneck Times
Medina Journal-Register
Middletown Times Herald
Mt. Vernon Argus
Newburgh Newburgh-Beacon News
New Rochelle Standard Star
New York Home News
Brooklyn Eagle
New York Daily News
New York Journal-American
New York Telegraph
New York Advocate
New York Long Island Star-Journal
New York Long Island Advocate
Niagara Falls Gazette
North Tonawanda & Tonawanda Evening News
Norwich Sun
Nyack Journal-News
Ogdensburg Journal
Ogdensburg Advance-News
Olean Times Herald
Oneida Daily Dispatch
Oneonta Star
Ossining Citizen Register
Oswego Palladium-Times
Peekskill Evening Star
Plattsburgh Press-Republican
Port Chester Item
Port Jervis Union-Gazette
Poughkeepsie New Yorker
Rochester Times-Union
Rome Daily Sentinel
Saugerties Post
Schenectady Gazette
Schenectady Union-Star
Syracuse Herald-Journal
Syracuse Herald-American
Syracuse Post-Standard
Tarrytown News
Tonawanda News
Troy Record
Troy Times Record
Utica Observer-Dispatch
Utica Press
Watertown Times
Wellsville Daily Reporter
White Plains Reporter-Dispatch
Yonkers Herald Statesman
Yonkers Daily Times

NORTH CAROLINA

Asheville Citizen
Asheville Times
Asheville Citizen-Times
Charlotte News
Charlotte Observer
Concord Tribune
Durham Morning Herald
Durham Sun
Elizabeth City Daily Advance
Fayetteville Observer
Gastonia Gazette
Goldsboro News-Argus
Greensboro Daily News
Greensboro Record
Henderson Daily Dispatch
Hendersonville Times-News
Hickory Daily Record
High Point Enterprise
Kinston Daily Free Press
Lumberton Robesonian
New Bern Sun Journal
Raleigh News & Observer
Raleigh Times
Reidsville Review
Rocky Mount Telegram
Salisbury Post
Shelby Star
Tarboro Southerder
Wilson Times
Winston-Salem Journal and Sentinel

NORTH DAKOTA

Bismarck Tribune
Devils Lake Journal
Dickinson Press
*Fargo Forum
*Grand Forks Herald
Jamestown Sun
Mandan Pioneer
Minot Daily News

OHIO

Akron Beacon Journal
Ashland Times Gazette
Ashtabula Star-Beacon
Athens Messenger
Bellefontaine Examiner
Bellevue Gazette
Bowling Green Sentinel-Tribune
Bucyrus Telegraph-Forum
Cambridge Jeffersonian
Canton Repository
Chillicothe News-Advertiser
Chillicothe Gazette
Chillicothe Ohioan
Cincinnati Enquirer
Cincinnati Post
Cincinnati Times-Star
Circleville Herald
Cleveland News
Cleveland Plain Dealer
Cleveland Press
Columbus Citizen
Columbus Dispatch
Columbus Star
Columbus State Journal
Conneaut News Herald
Coshocton Tribune
Dayton Daily News
Defiance Crescent-News
Delaware Gazette
Delphos Herald
Dover Daily Reporter
East Liverpool Review
East Palestine Leader
Elyria Chronicle-Telegram
Findlay Republican-Courier
Fostoria Daily Review
Fostoria Daily Times
Fremont News-Messenger
Galion Inquirer
Geneva Free Press
Greenville Advocate
Hamilton Journal News
Ironton Tribune
Kenton News & Republican
Lancaster Eagle-Gazette
Lima News
Logan News
Lorain Journal & Times-Herald
Mansfield News-Journal
Marietta Daily Times
Marion Star
Martins Ferry Daily Times
Massillon Independent
Middletown Journal
Mt. Vernon News
Newark Advocate
Niles Times
Norwalk Reflector-Herald
Piqua Daily Call
Portsmouth Times
Ravenna Record
St. Marys Leader
Salem News
Sandusky Register-Star-News
Shelby Globe
Steubenville Herald-Star
Tiffin Advertiser-Tribune
Toledo Blade
Toledo Times
Troy News
Uhrichsville Chronicle
Urbana Daily Citizen
Van Wert Times-Bulletin
Warren Tribune Chronicle
Wilmington News-Journal
Wooster Record
Xenia Gazette
Youngstown Vindicator
Zanesville News
Zanesville Times Recorder & Signal
Zanesville Sunday Times Signal

OKLAHOMA

Ada Evening News
Alva Review-Courier
Altus Times-Democrat
Anadarko Daily News
Ardmore Daily Ardmoreite
Bartlesville Morning Examiner
Bartlesville Daily Enterprise
Blackwell Daily Journal-Tribune
Chickasha Express
Clinton News
Cushing Daily Citizen
Duncan Banner
Durant Democrat
El Reno Daily Tribune
Enid Daily Eagle
Enid Morning News
Frederick Leader
Guthrie Leader
Henryetta Free-Lance
Hobart Democrat-Chief
Holdenville News
*Hugo News
Lawton Constitution
McAlester News-Capital
Miami Daily News-Record
Muskogee Daily Phoenix
Muskogee Times-Democrat
Norman Transcript
*Oklahoma City Daily Oklahoman
Oklahoma City Times
Okmulgee Daily Times
Pawhauska Journal Capital
Perry Journal
Ponca City News
Sapulpa Herald
Seminole Producer
Shawnee Morning News
Shawnee Evening Star
Stillwater News-Press
*Tulsa Tribune & World
Wewoka Times Democrat
Woodward Press

OREGON

Albany Democrat-Herald
Ashland Tidings
Astoria Astorian-Budget
Baker Democrat-Herald
Bend Bulletin
*Corvallis Gazette Times
Eugene Register-Guard
Klamath Falls Herald & News
La Grande Evening Observer
Marshfield and North Bend Coos Bay Times
Medford Mail Tribune
Oregon City Enterprise
Pendleton East Oregonian
*Portland Journal
*Portland Oregonian
Roseburg News-Review
Salem Capital Journal
Salem Oregon Statesman
The Dalles Chronicle

PENNSYLVANIA

Aliquippa Gazette
Allentown Morning Call
Allentown Evening Chronicle
Allentown Sunday Call-Chronicle
Altoona Mirror
*Altoona Tribune
Ashland News
Bangor Daily News
Beaver Falls, New Brighton News-Tribune
Beaver Times
Bethlehem Globe-Times
Bradford Morning Era
Bradford Star-Record
Bradford Sunday Herald
Bristol Courier
Brownsville Telegraph
Butler Eagle
*Carbondale Leader
Chester Times
Clearfield Progress
Columbia News
Connellsville Courier

Newspapers Offering Merchandising Cooperation

(*Continued from page 184*)

Corry Journal
Donora Herald American
DuBois Courier & Express
Easton Morning Free Press
Easton Express
Ellwood City Ledger
Erie Dispatch-Herald
Erie Times
Franklin News Herald
Gettysburg Times
Hanover Sun
Harrisburg Patriot
Harrisburg Evening News
Hazleton Plain Speaker
Hazleton Standard-Sentinel
Homestead Messenger
Huntingdon Daily News
Indiana Gazette
Jeannette News-Dispatch
Johnstown Democrat
Johnstown Tribune
Kittanning Simpsons' Daily Leader-Times
Lancaster Intelligencer Journal
Lancaster New Era
Lancaster Sunday News
Lansford Record
Latrobe Bulletin
Lehighton Leader
Lock Haven Express
McKeesport Daily News
Mahanoy City Record-American
Meadville Evening Republican
Meadville Tribune-Republican
Milton Evening Standard
Monessen Independent
Mt. Carmel Item
Norristown Times Herald
New Kensington Dispatch
Oil City Blizzard
Oil City Derrick
Philadelphia Evening Bulletin
Philadelphia Inquirer
Philadelphia Daily News
Philadelphia Record
Philipsburg Journal
Phoenixville Daily Republican
Pittsburgh Press
Pittsburgh Post-Gazette
Pittsburgh Sun-Telegraph
Pottstown Mercury
Pottsville Journal
Pottsville Republican
Punxsutawney Spirit
Reading Eagle-Times
Scranton Tribune
Scranton Scrantonian
Scranton Times
Sharon Herald
Shenandoah Evening Herald
State College & Bellefonte Centre Daily Times
Stroudsburg Record
*Sunbury Daily Item
Tamaqua Courier
Tarentum Valley Daily News
Titusville Herald
Towanda Review
Tyrone Daily Herald
Uniontown Herald
Uniontown Standard
Vandergrift News
Warren Times-Mirror
Waynesboro Herald
West Chester Daily Local News
Wilkes-Barre News
Wilkes-Barre Record
Williamsport Sun
Williamsport Gazette & Bulletin

RHODE ISLAND

Newport Daily News
Pawtucket Times
*Providence Journal and Bulletin
Westerly Sun
West Warwick Pawtuxet Valley Daily Times
Woonsocket Call

SOUTH CAROLINA

Anderson Independent-Tribune
Anderson Mail
Charleston Post News & Courier
Columbia Record
Columbia State
Greenville News-Piedmont
Greenwood Index-Journal
Rock Hill Herald
Spartanburg Herald-Journal

SOUTH DAKOTA

Aberdeen American-News
Huron Evening Huronite
Mitchell Republic
Pierre Capital Journal
Rapid City Journal
Sioux Falls Argus-Leader
Watertown Public Opinion
Yankton Press & Dakotan

TENNESSEE

Athens Post-Athenian
Clarksville Leaf Chronicle
Columbia Daily Herald
Dyersburg State Gazette
Jackson Sun
Johnson City Press-Chronicle
Kingsport Times
Knoxville Journal
Memphis Commercial Appeal-Press-Scimitar
Murfreesboro News-Journal
Union City Messenger

TEXAS

Abilene Reporter-News
Amarillo News-Globe
*Amarillo Times
Athens Review
Austin American
Austin Statesman
*Austin Sunday American-Statesman
*Beaumont Enterprise-Journal
Big Spring Daily Herald
Borger Herald
Breckenridge American
Brownsville Herald
Brownwood Bulletin
Bryan Eagle
Childress Index
Cleburne Times-Review
*Corpus Christi Caller & Times
Corpus Christi Chronicle
Corsicana Daily Sun
Cuero Record
Dalhart Texan
Dallas Morning News
Dallas Times-Herald
Del Rio News-Herald
Denison Herald
Denton Record-Chronicle
*El Paso Herald-Post and Times
Fort Worth Star-Telegram
Fort Worth Press
Gainesville Register
Galveston Daily News
Galveston Tribune
Gladewater Times-Tribune
Goose Creek Sun
Graham Reporter
Greenville Banner
Greenville Herald
Harlingen Valley Morning Star
Hillsboro Mirror
Houston Chronicle
Houston Press
Houston Post
*Jacksonville Daily Progress
Laredo Times
Longview Daily News
Longview Morning Journal
Lubbock Avalanche-Journal
Lufkin News
McAllen Valley Evening Monitor
Marlin Democrat
Marshall News Messenger
Mexia News
Midland Reporter-Telegram
Navasota Examiner
Palestine Herald & Press
*Odessa American
Palestine Herald & Press
Pampa News
*Paris News
Plainview Herald
Port Arthur News
San Angelo Evening Standard
San Angelo Morning Standard-Times
*San Antonio Express
San Antonio Evening News
*San Antonio Light
*Sherman Democrat
Sulphur News-Telegram
Sweetwater Reporter
Taylor Press
*Temple Telegram
Terrell Daily Tribune
Texarkana Gazette
Texarkana Daily News
Tyler Courier-Times
Tyler Telegraph
Vernon Record
Victoria Advocate
Waco News-Tribune
Waco Times-Herald
Wichita Falls Daily Times
Wichita Falls Record News

UTAH

Ogden Standard-Examiner
Provo Herald
Salt Lake City Telegram
Salt Lake City Tribune
Salt Lake City Deseret News

VERMONT

Bennington Evening Banner
Burlington News
Burlington Free Press
Newport Daily Express
Rutland Herald
St. Albans Messenger
St. Johnsbury Caledonian-Record

VIRGINIA

Alexandria Gazette
Arlington Daily
Bristol Herald Courier & News Bulletin
Clifton Forge Daily Review
Covington Virginian
Danville Register & Bee
Fredericksburg Free Lance-Star
Harrisonburg Daily News-Record
Lynchburg News & Advance
Martinsville Daily Bulletin
*Newport News Daily Press and Times Herald
Norfolk Virginian Pilot and Ledger Dispatch
Petersburg Progress-Index
Portsmouth Star
Pulaski Southwest Times
Richmond News Leader & Times-Dispatch
Roanoke Times
Roanoke World-News
Staunton News-Leader
Suffolk News-Herald
Waynesboro News-Virginian

WASHINGTON

Aberdeen Daily World
Bellingham Herald
Bremerton News Searchlight
Bremerton Sun
Centralia-Chehalis Chronicle
Ellensburg Daily Record
Everett Daily Herald
Hoquiam Grays Harbor Washingtonian
Longview-Kelso Daily News
Mount Vernon Daily Herald
Olympia Daily Olympian
Port Angeles Evening News
Seattle Post-Intelligencer
Seattle Star
Seattle Times
*Spokane Daily Chronicle
*Spokane Spokesman-Review
Tacoma News Tribune
Tacoma Times
Vancouver Columbian
Walla Walla Union-Bulletin
Wenatchee Daily World
Yakima Daily Republic
Yakima Morning Herald

WEST VIRGINIA

Beckley Post-Herald
Beckley Raleigh Register
Bluefield Telegraph & Sunset News
*Charleston Gazette
Charleston Daily Mail
Clarksburg Exponent-Telegram
Elkins Inter-Mountain
Grafton Sentinel
Hinton News
Huntington Herald-Dispatch
Huntington Advertiser
Huntington Herald-Advertiser
Logan Banner
Morgantown Dominion News
Morgantown Post
Moundsville Echo
Moundsville Journal
Pt. Pleasant Register
Wellsburg Daily Herald
Wheeling Intelligencer
Wheeling News-Register
Williamson News

WISCONSIN

Appleton Post-Crescent
Beaver Dam Citizen
Beloit Daily News
Eau Claire Leader-Telegram
*Fond du Lac Daily Commonwealth Reporter
Green Bay Press-Gazette
Janesville Gazette
Kenosha Evening News
La Crosse Tribune & Leader Press
Madison Capital Times
Madison Wisconsin State Journal
Manitowoc Herald-Times
Marinette Eagle-Star
Marshfield News-Herald
Menasha Record
Merrill Daily Herald
*Milwaukee Journal
*Milwaukee Sentinel
Neenah News-Times
Oshkosh Daily Northwestern
Portage Register-Democrat
Racine Journal-Times
Rhinelander News
Sheboygan Press
Stevens Point Journal
Superior Evening Telegram
Two Rivers Reporter
Watertown Times
Wausau Daily Record-Herald
Wisconsin Rapids Daily Tribune

WYOMING

Cheyene Wyoming State Tribune and Wyoming Eagle
Laramie Bulletin and Republican-Boomerang
Rawlins Republican-Bulletin
Rock Springs Daily Rocket
Sheridan Press
Worland Northern Wyoming Daily News

ALASKA

Cordova Times
Juneau Empire
Ketchikan Chronicle

CANADA

Alberta

*Calgary Herald
*Edmonton Journal
Lethbridge Herald
Medicine Hat

British Columbia

Nelson Daily News
Prince Rupert News
Trail Times
*Vancouver News-Herald
Vancouver Province
*Vancouver Sun
Victoria Colonist
Victoria Times

Manitoba

Winnipeg Free Press
Winnipeg Tribune

New Brunswick

*Moncton Transcript

Nova Scotia

Glace Bay Gazette
Halifax Herald-Mail
Truro Daily News

Ontario

Brantford Expositor
Chatham Daily News
Guelph Daily Mercury
Kitchener Record
London Free Press
Niagara Falls Evening Review
Ottawa Citizen
Owen Sound Daily Sun-Times
Peterborough Examiner
St. Catharines Standard
St. Thomas Times-Journal
Sarnia Canadian Observer
Sault Ste. Marie Daily Star
Timmins Press
Toronto Star
Toronto Evening Telegram
Welland Port Colborne Tribune
Windsor Daily Star

Quebec

Montreal Le Canada
Montreal La Patrie
Montreal La Presse
Montreal Daily Star
Quebec L'Action Catholique
Trois-Rivieres Le Nouvelliste

Saskatchewan

Prince Albert Herald
Regina Leader-Post

Newfoundland

St. John's Telegram

OTHER SCHOOLS OF JOURNALISM

(*Continued from page 176*)

eral enrollment for first semester, 6,163. Department of journalism. Faculty: H. E. Birdsong, A.B., B.J., Ph.M., professor of journalism and head of the department: J. Douglas Perry, A.B., A.M., assistant professor; Charles A. Wright, B.S., A.M., assistant professor. Enrollment: professional, 37; pre-professional, 63; miscellaneous, 32. Graduated in journalism last year (1941-42): 20 bachelors. Organizations: professional fraternities: Sigma Delta Chi, Theta Sigma Phi. Normal distribution of graduates: 65 per cent men.

Texas Christian University, Fort Worth, Texas. General enrollment for first semester, 1,058. Department of journalism. Faculty: J. Willard Ridings, A.M., professor of journalism and head of the department; Beverley Bowman, A.M., instructor; Douglas Tomlinson, LL.B., lecturer. Enrollment: professional, 27; pre-professional, 29; miscellaneous, 2. Graduated in journalism last year (1941-42): 8 bachelors. Normal distribution of graduates: 60 per cent men.

Texas State College for Women, Denton, Texas. General enrollment for first semester, 2,084. Department of journalism. Faculty: Frank C. Rigler, M.J., associate professor and acting director; Robert W. Chambers, B.A., instructor. Enrollment: professional, 28; pre-professional, 28; miscellaneous, 2. Graduated in journalism last year (1941-42): 15 bachelors. Organizations: professional fraternities: Theta Sigma Phi. Normal distribution of graduates: 100 per cent women.

Texas Technological College, Lubbock, Texas. General enrollment for first semester, 3,549. Department of journalism. Faculty: Cecil Horne, B.A., professor of journalism and head of the department; Louise Crawford Allen, M.A., instructor; Joseph B. Cowan, M.A., instructor. Enrollment: professional, 46; pre-professional, 82; miscellaneous, 38. Graduated in journalism last year (1941-42): 19 bachelors. Normal distribution of graduates: 50 per cent men.

Tulane University, New Orleans, La. General enrollment for first semester, 3,706. Department of journalism. Faculty: George E. Simmons, M.A., professor of journalism and head of the department; Ferdinand F. Stone, M.A., B.A., in Juris., B.C.L., J.S.D., lecturer. Enrollment: professional, 21; miscellaneous, 20. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Theta Nu. Normal distribution of graduates: 60 per cent men.

Washington University, St. Louis, Mo. General enrollment for fall term, 3,504. Curriculum in journalism. Faculty: James N. McClure, M.B.A., assistant professor; Franklin J. Cornwell, A.B., lecturer. Enrollment: professional, 9; pre-professional, 31; miscellaneous, 10. Graduated in journalism last year (1941-42): 8 bachelors. Normal distribution of graduates: 40 per cent men.

West Virginia University, Morgantown, W. Va., General enrollment for first semester, 2,616. School of journalism. Faculty: P. I. Reed, Ph.D., professor of journalism and director of the school; Raymond W. Wild, Ph.M., assistant professor; Paul A. Flowers, A.B., assistant professor. Enrollment: professional, 23; pre-professional, 47; miscellaneous, 0. Graduated in journalism last year (1941-42): 17 bachelors. Organizations: scholarship honorary: Kappa Tau Alpha; professional fraternities: Journaliers, Matrix. Normal distribution of graduates: 50 per cent men.

Woodbury College, Los Angeles, Cal. General enrollment for first semester, 1,100. College of Journalism and Advertising. Faculty: Edward J. Fortman, director; Robert W. Ewell, instructor; Annette Honeywell, instructor. Enrollment: professional, 40; miscellaneous, 105. Graduated in journalism last year (1941-42): 11 bachelors. Normal distribution of graduates: 50 per cent men.

WILKES
TYPE METAL

The finest
TYPE METAL
and
SERVICE
that money can buy!

A Product of
THE GLIDDEN COMPANY
METALS REFINING COMPANY
DIVISION
Hammond, Indiana

★

Factual information on request
Stocks in Principal Cities

LEGAL DECISIONS AND RULINGS AFFECTING NEWSPAPERS

By BENJAMIN WERNE, LL.B., S.J.D.

Lecturer in Government Regulation, New York University, School of Commerce, Accounts and Finance

ADVERTISING

In the face of rapidly liquidating business, advertising has held its own and in fact has been the recipient of direct encouragement and assistance. Attempts to deny the role of advertising in a war economy were disowned.

In a program completely revamped to suit the needs of a changing world order, advertising pledged itself to aid the government in appeals to the people and in making known the requirements of victory; to aid the war effort directly, for example, through salvage campaigns; and to keep the people informed of the war role of labor and management in the industrial system and the importance of keeping it operating soundly. Advertising also has the further task of continuing to inform the public where there are products to sell, and where changes in quality, content and appearance are necessitated by the war.

Hardest hit were the makers of one-minute advertising trailers shown in motion picture theaters; the large number of small producers of sound slide films, which have been used largely by automotive, electrical appliance, building supplies and other manufacturers for the training of field sales personnel and dealers; and producers of one and two-reel commercial motion pictures, who have specialized in sales training and educational films in the automotive, household utilities, and other fields.

Advertising allowances granted by manufacturers to distributors or retail outlets for promotional services are not covered by the General Price Ceiling Order. The new Price Control Law still exempts newspapers' advertising and circulation rates.

Newspaper charge accounts for advertising are not under credit control. Advertising in newspapers is inadmissible as a cost item in war and navy contracts but advertising in trade papers is an allowable cost.

Concerning the deductibility of advertising expenditures for income tax purposes, the Commissioner of Internal Revenue said:

"To be deductible, advertising expenditures must be ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. . . .

"In determining whether such expenditures are allowable, cognizance will be taken of (1) the size of the business, (2) the amount of prior advertising budgets, (3) the public patronage reasonably to be expected in the future, (4) the increased cost of the elements entering into the total of advertising expenditures, (5) the introduction of new products and added lines, and (6) buying habits necessitated by war restrictions, by priorities, and by the unavailability of many of the raw materials formerly fabricated into the advertised products.

"Reasonable expenses incurred by companies in advertising and advertising technique to speed the war effort among their own employes, and to cut down accidents and unnecessary absences and inefficiency, will be allowed as deductions. Also reasonable expenditures for advertisements including the promotion of government objectives in wartime, such as conservation, salvage or the sale of War Bonds, which are signed by the advertiser, will be deductible provided they are reasonable and are not made in an attempt to avoid proper taxation."

Financial advertisers were responsible for an innovation which may be forced on other trade associations, when it held its convention by mail.

COMMUNICATIONS

Varied controls of radio have been instituted by Administrative Order. Stringent citizenship requirements have been imposed upon radio operators on ships, and at international stations.

Radio's contribution to the war effort includes the War Emergency Radio service; and radio signals to aid bombers.

FCC Order No. 94-A reduced minimum operating schedules permitting stations to cut operating time to one-third of the broadcast day. Order No 107 relaxed engineering standards and called for a reduction of one decibel. The Wartime Code of practices for Broadcasters covers all broadcasting stations, entailing the discontinuance of certain **ad lib** programs (e.g. "open mike" interviews) and rigid control over other programs.

To prevent enemy exploitation of radio programs, the following type of news must be kept off the air except when authorized by appropriate authority: weather reports; troop movements; location, movement and identity of ships; movement and strength of planes; experiments with war equipment; fortifications; specific information about war contracts, available supplies; location of factories, etc.; casualty lists; selective service enrollment figures; unconfirmed reports; new international points of communication; in general, any information which might be of value to the enemy, e.g. location of archives and art treasures moved to safety, movements of the President, etc.

Certain **ad lib** programs, e.g., quiz, forum, request, lost and found, missing persons broadcasts, etc., should either be discontinued for the duration or conducted with the possibility of their usurpation by the enemy in mind. Special care must be exercised where the broadcaster is not in complete control of the program. Full transcripts must be kept of foreign language broadcasts and no deviation from the script is to be allowed.

The test of whether a broadcast should be authorized is: would the information be desired by the enemy?

The vital role of radio in the war effort was recognized by the appointment of Elmer Davis and the creation of OWI, which is charged with reviewing and clearing all Federal radio programs. On and after October 1, all government agencies were required to channel radio program plans, network or spot, through the Radio Bureau of OWI.

The Radio Branch of the Bureau of Public Relations (War Dept.) issued a revised radio guide for public relations officers, including radio's wartime code. It discussed the matter of clearance and review. Any program involving the Army in any way was made subject to the authority of the Radio Branch.

For reasons of censorship, all public domestic point-to-point radio telegraph circuits within the United States continental limits were closed by order of FCC and the Defense Communications Board. Excluded from this order were coastal and ship-to-shore stations under Navy control.

FCC ordered all persons possessing radio transmitters who did not hold station licenses to register such transmitters with the Commission before June 28. It denied without prejudice the applications of stations for assignment, because the applications involved the use of materials and personnel and were therefore in conflict with the freeze order of April 27. Applications for the construction of other new stations were also denied.

Despite the admission that the licenses had been obtained by "falsehood and deception" a majority of the FCC voted renewal of the licenses of two stations to the owner on the ground that there was a necessity for the service in the areas involved and that the owner was an "innocent victim" in the proceedings which led to the original licensing by fraud.

Federal regulation of communications was involved in three opinions of the Supreme Court, all of which dealt with procedure under the Communications Act.

A court reviewing an order of the Federal Communications Commission, taken under Section 402(b) of the Communications Act of 1934, has the power to stay execution of the Commission's order to preserve the **status quo** pending determination of the appeal, the Supreme Court ruled. The failure of Section 402(b) of the Act specifically to provide for the stay power does not deprive the reviewing court of its power to stay—a part of its traditional equipment for the administration of justice, according to the opinion (Scripps-Howard Radio, Inc. v. F.C.C.)

In the two other opinions involving procedure under the Communications Act of 1934, chain broadcasting regulations promulgated by the Federal Communications Commission were held to constitute "an order" reviewable by a three-judge court under Section 402(a) of the Act. The Supreme Court found that the regulations have the force of law and are not mere declarations of policy by the Commission. The Court overruled the Government's contention that the networks affected by the regulations had an adequate remedy by appeal, under Section 402(b) of the Act, from an order of the Commission denying or modifying an affiliate's license on the basis of the regulation (Columbia Broadcasting System, Inc. v. U. S.; National Broadcasting Co., Inc. v. U. S.).

An order of the Federal Communications Commission prescribing rates between points in the United States and foreign countries for radio telegraph messages classified as "urgent" at a ratio of one and one-half to one on the basis of "ordinary" messages was held valid despite its indirect effect on existing contracts with foreign countries and nationals thereof under which joint rates at a ratio of two to one have been established. (R.C.A. Communications, Inc. v. United States).

An order of the Federal Communications Commission modifying a station's license so as to permit it to operate at night on the same frequency it had been licensed to operate on in daytime, may be appealed by a Class 1 radio station which theretofore had exclusive right to sole night operation on the same frequency. Electrical interference which would be created by the new broadcaster in its secondary service area is such substantial injury as to warrant judicial review. (National Broadcasting Co., Inc. v. Federal Communications Comm.).

The Federal Communications Commission has power under the Communications Act to subpoena a newspaper publisher to appear and testify in an investigation to determine what statement of policy or rules, if any, should be issued concerning applications for broadcasting station licenses from persons also associated with one or more newspapers. (Stahlman v. Federal Communications Comm.).

FREEDOM OF PRESS AND SPEECH

The Supreme Court has in a number of cases sustained state regulation of persons more frequently than had been the case in recent terms. In three of four cases decided by opinion involving alleged invasions of the constitutional freedoms of press and speech, the Court ruled against the individuals to whom regulations had been applied. Decision was against a regulatory body in only one of the cases. But the Supreme Court held unconstitutional three statutes as violative of the commerce clause of the Federal Constitution, the equal protection clause of the Fourteenth Amendment, and the involuntary servitude clause of the Thirteenth Amendment.

In the leading case of the term in the field of regulation of individual activities, the Supreme Court upheld three municipal ordinances levying license fees on members of a religious organization, known as Jehovah's Witnesses, for engaging in the sale and distribution of pamphlets. The ordinances had been attacked by the members of the organization as imparing their rights under the Fourteenth Amendment to freedom of speech, press, and worship. The opinion stated that mere taxation of the exercise of the rights guaranteed by the Constitution was not barred by the Constitution; only prohibitions and unjustifiable abridgments came within the limitations of the Constitution. The Court concluded that "when proponents of religious or social theories use the ordinary commercial methods of sales of articles to raise propaganda funds, it is a natural and proper exercise of the power of the state to charge reasonable fees for the privilege of canvassing." (Jones v. City of Opelika, Bowden v. City of Fort Smith, Jobin v. Arizona).

New York City's ordinance restraining the distribution of handbills containing commercial advertising was held applicable to a handbill distributed for a commercial purpose but which contained on the reverse side a protest against the official conduct of one of the city employees. The constitutional provision of freedom of communication was merely a subterfuge, and pointed out the Court, "every merchant who desires to broadcast advertising leaflets in the streets would need only to append a civil appeal or a moral platitude to achieve immunity from the law's command." (Valentine v. Chrestensen).

The Supreme Court sustained the right of a state to prohibit the use of offensive, derisive or annoying words in public. Such prohibition is not an unconstitutional limitation of freedom of speech when applied to a member of a religious organization charged with using the words "damn racketeer" and "damn Fascist" to a city official. The Court stated:

"There are certain well defined and narrowly limited classes of speech, the prevention and punishment of which has never been thought to raise any constitutional problem. These include the lewd and obscene, the profane, the libelous, and the insulting or 'fighting' words—those which by their very utterance inflict injury or tend to incite an immediate breach of the peace." (Chaplinsky v. New Hampshire).

The Court declared unconstitutional the Oklahoma Habitual Criminal Sterilization Act, providing for sexual sterilization of criminals who have been convicted at least three times of felonies involving moral turpitude, excepting offenses arising out of violations of the prohibition laws, revenue acts, embezzlement, or other political offenses.

The Act, as applied to a person thrice convicted of larceny, was held to be violative of the equal protection clause of the Fourteenth Amendment, since the distinction drawn by the Act between larceny and embezzlement was unscientific and arbitrary. Furthermore in the absence of medical testimony and scientific investigation of the transmissibility of criminal tendencies, the statute as applied was held to violate the due process guarantee of the Fourtheenth Amendment. (Skinner v. Williamson).

The Court invalidated a Georgia statute providing that any person who contracts to perform services with intent to procure money thereby and does not perform the services shall be deemed a common cheat and swindler and upon conviction shall be punished in accordance with State law. The statute was held to be in conflict with the clause in the Thirteenth Amendment prohibiting involuntary servitude and with the Act of Congress prohibiting peonage, passed in 1867 pursuant to the Amendment. The Court held that such coerced labor was peonage whether the asserted target of the statute was a persumed initial fraud or a subsequent breach of the contract, and the judgment of conviction was reversed. (Taylor v. Georgia).

LIBEL

The insertion of a picture of the complaint's house in a bank's institutional real estate advertisement, warranted a libel action. In the particular case, there appeared beneath the picture the words: "An important question 'To rent or to own'—change a house into a home by owning it—we will help you decide how." Readers of the newspaper, the Court stressed, might well draw the inference that the bank was offering the house for sale and it had acquired it upon a foreclosure due to the home owner's (plaintiff's) financial inability to perform his obligations. The Plaintiff testified that the defendant had no mortgage upon the house. Although inability to meet one's obligations does not necessarily show want of good character, it may lower one in the estimation of the community. (Goss v. Needham Co-operative Bank).

A woman against whom a libelous charge of incontinency was made in a telegram may recover from the telegraph company transmitting the message. Even though the telegram was libelous on its face, the defendant, being a public service corporation, was required by law to transmit it, provided in so doing it acted in a manner free from malice. The telegraph company acted under a qualified privilege, the qualification being that the receiving, sending and delivering of the telegram was bona fide in the regular course of its business and free from ill will or malice. The burden of proving want of good faith or malice was upon the plaintiff, which the jury here found. (Parker v. Edwards).

A circular of a labor union which, among other recitals, contained a question of whether the employer had "the inspiration to establish herself as the American 'Hitler' in the laundry industry" was held not to be libelous, but a privileged communication from the union to its employees whom it was seeking to unionize. Finding no evidence of malice, the court noted that it is only the implication in the question that contains any sting. That is a question and not a direct characterization of the employer and it was used in a communication to persons interested by one who is also interested, and thus is privileged if made without malice. (Calif. Super. Ct: Wood v. Amalgamated Clothing Workers of America).

But an unincorporated union, through its president may maintain an action in a New York State court to recover damages from a newspaper publisher for libel injurious to the union's reputation. The union need not form a corporation in order to be recognized as possessing reputations which the law will protect. (Kirkman v. Westchester Newspapers, Inc.).

In Sweeney v. Schenectady Union Publishing Co. The plaintiff, a representative in Congress from Ohio was characterized by the defendant publisher in its newspaper as a spokesman of Father Coughlin who had opposed a Jewish appointee to a Federal Judgeship. The publication was deemed libelous per se and the plaintiff was not required to allege special damages to recover.

ANTI-TRUST

Continuance of Anti-Trust prosecutions had so patently interfered with the successful prosecution of the War effort that the President approved a joint memorandum signed by the Secretaries of War and of the Navy and by the United States Attorney-General, and Assistant Attorney-General Arnold of the Anti-Trust Division, specifically recognizing the injurious effect of this policy. The memorandum provided that at the request of either of the above Secretaries "stating that in his opinion the investigation, suit, or prosecution will seriously interfere with the war effort," such investigations or prosecutions should be suspended so long as they might interfere with war production, if no actual fraud upon the government was involved. After considerable difficulty and delay, a number of such stay or suspension orders have been granted by the federal district courts, but, usually upon the joint recommendation of both the Secretary of War and the Secretary of the Navy.

Congress enacted a Law suspending the running of the statute of limitations on violations of the anti-trust laws until June 30, 1945, or until such earlier time as Congress by concurrent resolutions, or the President, may designate. Congress went ever further, and provided that whenever, after consultation with the Attorney General, the Chairman of the War Production Board finds and certifies in writing that the doing or omitting to do any Act is in compliance with his written request or approval is requisite to the prosecution of the war, no prosecution or civil action shall be commenced with reference thereto under the anti-trust laws, or the Federal Trade Commission Act.

This did not mean an abandonment of the anti-trust policy of the Department of Justice. As late as the autumn of 1942 it instituted suit against the Associated Press, oldest and most extensive news gathering agency.

Charging AP with violating the Sherman and Clayton Anti-trust acts, the government asked for a court order compeling the organization to furnish its news and picture services to any newspaper willing to pay the cost. The AP's by-laws, it was charged, "illegally restrain and monopolize interstate commerce by preventing non-member newspapers from obtaining the services available to AP members."

Specific mention was made in the complaint of the inability of the Chicago Sun to secure an AP franchise, despite an offer of $250,000 for a morning membership held by the Chicago Herald-American, used only on Sunday. The Washington Times-Herald had also been "restrained in the conduct of its business" through its inability to procure AP service, the government charged.

In the suit brought against the Great Atlantic & Pacific Tea Company, the indictment charges that "A. & P. has used its dominant position to destroy competion by cutting prices, offsetting local losses by price fixing in dominated areas, and securing discriminatory prices and excessive, preferential discounts and rebates under the guise of advertising allowances unrelated to services rendered." The nation's most powerful food

Legal Decisions and Rulings Affecting Newspapers

(*Continued from page 186*)

chain characterized the anti-trust action as a "domestic war on efficient distribution."

Two opinions were rendered by the United States Supreme Court against the validity of arrangements for the sale of patented articles or the licensing of a patent coupled with price control.

Held in violation of the Sherman Anti-Trust Act were:

(1) Del credere agency arrangements between a manufacturer of patented hardboard and other manufacturers of building materials, some of whom had competing patents, under which the agents sold and distributed the patented product under terms and conditions established by the patent owner and refrained from manufacturing hardboard in their own factories. (U. S. v. Masonite Corp.). In the Masonite case, the court stated that the patent owner exhausted his limited privilege when he disposed of the product to the del credere agent. He then has no greater rights to price maintenance than the owner of an unpatented commodity would have.

(2) A system of licenses granted by the owner of a patent on bifocal eyeglass lens to wholesalers, prescription retailers, and finishing retailers, by which the licensees, respectively, are authorized to purchase the blanks from the patent owner's licensed manufacturer, to finish the lens on a royalty-free basis, and to sell them to designated customers at prices prescribed by the patent owner. (U. S. v. Univis Lens Co., Inc.). In the Univis Lens case, the Court stated that the patent owner's control of the product ended at the sale of the lens blank. "The first vending of any article manufactured under a patent puts the article beyond the reach of the monopoly which that patent confers."

The activities of a grocery bureau and its officers and directors in disseminating to member retail grocery stores admonitions to keep prices on articles sold by them, including those shipped in interstate commerce, within a minimum mark-up in accordance with a so-called "gentlemen's agreement" were held to constitute conspiracy to fix retail prices in violation of the Sherman Anti-Trust Act. (United States v. Food and Grocery Bureau).

The activities of medical associations in interfering with a group health association, the business of which consists of making available and financing medical and hospital services, rendering medical services through employment of physicians, and rendering hospital service through use of hospital staff and hospital facilities constituted a restraint of trade within the prohibition of the Sherman Act. (American Medical Assn. v. U. S.).

But a charge of a dealer in building materials that brick manufacturers refused to sell him brick because of threats by the dealer's competitor to withdraw his account if such sales were made was not sufficient for prosecution under the Sherman Act. (Sorrentino v. Glen-Gery Shale Brick Corp.).

Likewise a charge that an automobile sales corporation interfered with the plaintiff's right, as a dealer, to trade in used cars by restricting the establishment of an outlet for such sales to a so-called "zone of influence" except with the approval of the company's regional manager, was properly dismissed. (Boro Hall Corp. v. General Motors Corp.).

So, too, charges that the owner of patents for the manufacture and sale of computer gasoline pumps and computer mechanisms, and its licensees, conspired to fix non-competitive prices for the sale of such devices and to monopolize the manufacture and sale thereof in interstate commerce was held insufficient to constitute a violation of the Sherman Act. (United States v. Wayne Pump Co.).

A salesman of equipment operating over a period of years on a commission basis in exclusive territory was held entitled to maintain a civil action for damages for violation of the Anti-Trust Laws on a complaint alleging that he was injured in his business by being deprived of the opportunity to bid on sales in his territory as a result of the monopolistic practices of all manufacturers of such equipment. (Roseland v. Phister Mfg. Co.).

A marketing association was entitled to relief on behalf of its member strawberry producers (treble damages under the Sherman Act) against retail grocery chain stores. The mere fact that the damages were not susceptible of expression in figures, was not deemed a valid defense. (Louisiana Farmers' Protective Union v. The Great Atlantic and Pacific Tea Company).

The Court refused to modify or vacate consent decrees solely on the Attorney General's contention that they no longer promoted public interest. (United States v. Radio Corp. of America).

An indictment for violation of federal anti-trust laws was not invalidated because it was signed by special assistants to the Attorney General, pursuant to authority granted by him to commence proceedings against defendants, and not by the United States Attorney for the district in which such proceedings were instituted. (United States v. Sheffield Farms Co., Inc.).

Because a state has no other remedy for injury resulting from practices outlawed by the Sherman Act the State of Georgia was held to be a "person" within the meaning of the law allowing it to recover treble damages—a right which the Supreme Court denied to the United States.

Consent decrees have proved exceedingly popular with the Department of Justice. Under them the Division now requires the party consenting to the decree to offer constructive proposals which are in the public interest and which go beyond what the law requires. Through the concurrent use of civil and criminal remedies the Division contemplates a kind of enforcement through barter, in which the defendants will submit voluntarily to greater restrictions than could be imposed through ordinary litigation, in return for the Division's recommendation to the proper court that criminal proceedings be waived.

BUSINESS REGULATION

It was with the application and interpretation of regulatory statutes rather than with their constitutionality that the Supreme Court was primarily concerned during its past term in arriving at decisions in cases involving business regulation. In only two instances of cases decided by opinion was the constitutionality of federal legislation in issue. In both cases the decisions upheld the validity of the legislation.

The Court's opinions continued the trend of previous terms in sustaining an increasing amount of regulation of business and industry by Federal and State Governments. The Court sustained the Natural Gas Act as a constitutional regulation under the Fifth Amendment as a business affected with a public interest; (F.P.C. v. Natural Gas Pipeline Co.). The Illinois Commerce Commission was held to be without power to order construction of facilities by a subsidiary pipe line company which purchases gas from its out-of-state parent company, operates wholly within the state, and sells gas at wholesale to distributors. Since the pipe line company was engaged in interstate commerce in the purchase and sale of gas it is subject to the exclusive jurisdiction of the Federal Power Commission under the Federal Natural Gas Act. (Illinois Natural Gas Co. v. Central Illinois Public Service Co.).

The Illinois Supreme Court upheld a municipal ordinance which required a license for the inspection of any vehicle used for storage or delivery of foodstuffs within such city. The fact that the law exempted from its license-fee requirement vehicles used to deliver such products from licensed and inspected food dealers in the city did not make it an unconstitutional discrimination against out-of-town wholesale food distributor delivering within the city. (Keig Stevens Baking Co. v. City of Savanna).

An order of the New Hampshire State Milk Control Board prohibiting deliveries of milk to any retail customer more than once in any 48-hour period, as a gasoline and rubber conservation measure was held invalid insofar as it was applied to deliveries made by other than motor or rubber tired vehicles. (Cloutier v. State Milk Control Board).

A broad basis for federal regulation of business was laid down by the Supreme Court in its opinion that the national policy of regulation extends to such control of intrastate transactions as is necessary and appropriate to make the regulation of interstate commerce effective and that competition with interstate commerce affords the basis for regulation of the intrastate activity. This rule was enunciated by the Court in upholding the application of a milk marketing order of the Secretary of Agriculture under the Agricultural Marketing Agreement Act to milk produced and sold intrastate. (U. S. v. Wrightwood Dairy Co.).

State statues and municipal ordinances regulating business transactions were not generally sustained as were the federal laws.

A provision of a California city ordinance that permits shall not be issued for sale of milk in such city unless the producing dairy is regularly inspected by a municipal health officer was invalidated as applied to dairy distributed state-inspected milk in several other cities, since the state law provides that state-inspected milk may be sold and delivered within the jurisdiction of any city. (Meridan, Ltd. v. Sippy).

Likewise the Court invalidated an Alabama statute authorizing state officers to inspect and condemn packing stock butter transported into the state as raw material used in the manufacture of processed or renovated butter intended for shipment in interstate commerce. (Cloverleaf Butter Co. v. Patterson).

Similarly a municipal ordinance requiring that any person conducting an auction sale, except auction companies, shall procure a license and file an inventory 15 days before the date of sale was held unconstitutional. (Webber v. City of Scottsbluff).

A Connecticut statute requiring certificate of approval by the mayor of a municipality as a prerequisite to obtaining a license to sell gasoline was declared unconstitutional because of failure to prescribe a guide for the exercise of the discretion reposed in such official. (Connecticut Baptist Convention v. McCarthy).

A Michigan statute prohibiting any person from discriminating between "different sections, communities or cities" of the state by selling petroleum products at a lower rate in one section, community or city than is charged in another with the intent to destroy the business of a competitor in any locality was held unconstitutional where applied to sales at varying rates in different sections of the same city. (Michigan v. Chas. E. Austin, Inc.).

The provision of a municipal ordinance limiting business hours of barber shops was held not to be a valid exercise of authority delegated by the Utah statute to regulate barbershops for "safety and preservation of health" of a municipality and its inhabitants. (Salt Lake City v. Revenue).

Likewise Arkansas and Indiana statutes authorizing a board of barber examiners to establish minimum price schedules, minimum commissions to be paid barbers for their services, and opening and closing hours for barber shops were invalidated as an improper exercise of police power. (Noble v. Davis; (State Board of Barber Examiners v. Cloud).

But a Florida statute regulating the practice of beauty culture was sustained as applied to demonstrations given within the state by employees of a foreign corporation engaged in the manufacture of cosmetics. (United Enterprises v. Dubey).

Also upheld was a Washington statute making it unlawful for any person to conduct a dental office in his own name unless he is personally present therein during the majority of the time such office is being operated, even though continuance of any office legally conducted on the effective date of the Act was not affected by the law. (Campbell v. State of Washington).

A physician exclusively attending employees of a contractor erecting buildings upon federally owned property designated as a military area was held not subject to the state laws regulating the right to practice. (Lynch v. Hammock).

A committee of local retail phrmacists was enjoined from interfering with plaintiff pharmacist's business by picketing his store in an attempt to effect 11 P.M. closing, since refusal to comply with 11 P.M. edict had no relation to the committee's campaign to save light and power for "victory." (Chane Drug Co., Inc. v. Davidson).

UNFAIR COMPETITION

The courts upheld an order of the FTC requiring a manufacturer to cease and desist from selling lap trays made of wood core and surfaced with processed paper to simulate walnut and Mexican capomo wood without clearly disclosing by means of legends that such trays have a paper surface. (Haskelite Mfg. Corp. v. F.T.C.).

FTC charged the Cuneo Press, Inc., along with one of its subsidiaries, two other corporations and an individual, with association in a cooperative arrangement to deceive American manufacturers in connection with the sale of advertising matter known as "manufacturers displays," for use in export catalogs. Cited as typical of the allegedly false claims advanced was the representation that a definite demand existed among foreign customers of the two export firms for merchandise advertised in the catalogs, and that advertisers could reasonably expect that the exporters would buy a considerable quantity of the advertised products from foreign customers.

Prohibiting a candy manufacturer from furnishing retailers with "push cards" or "punch boards" for use in connection with the sales of candy, even though the manufacturer's name did not appear thereon. (Douglas Candy Co. v. Federal Trade Comm.).

Persons found to be engaged in the retail jewelry business were required by FTC to cease and desist from advertising themselves as wholesalers. (Macher v. Federal Trade Comm.).

FTC ordered the discontinuance of sales promotion methods which included the promotion of any bowling contest which required bowling alley operators to purchase substantially all bowling pins or supplies for the season from the company to qualify their alleys for the contest (Brunswick-Balke-Collender Co.). The commission also outlawed representations that white shoe polish "will not rub off" under ordinary conditions (several companies, including Griffin Mfg. Co., Carbona Products Co., Pee-Chee Cleaner, Inc., Wilbert Products Co., Consolidated Royal Chemical Corp., and Shu-Milk Products Corp.).

Dr. Lyon's has been ordered to stop using the statement "no grit," making the claim that Dr. Lyon's is an effective antacid or will correct "acid mouth," or using the slogan, "do as your dentist does—use powder," even though the advertiser claims to have discontinued the use of such representation one year before the issuance of the order.

Bristol-Meyers Co. and two advertising agencies (Pedlar & Ryan, Young & Rubicam) were charged with misrepresentation in the advertising of Ipana Tooth Paste. FTC singling out the historic "pink toothbrush" claims as well as implications that use of the product will give "a beautiful smile" and increase popularity as foundations for a complaint.

FTC charged American Viscose Corp. with false representation that its rayon was tested and approved. A coffee company was charged with advertising falsely that its coffee comes exclusively from tropical America, rather than Brazil; that it is grown on mountain-top plantations over 5,000 feet above sea-level, while competitive brands are not mountain grown; that it possesses the rarest and richest of all flavors, and that other coffees are "ordinary" by comparison.

Sweeping complaints were issued against Philip Morris and Reynolds Companies charging misrepresentation, falsity and deception in broadcast commercials as well as other advertising media. The makers of Lucky Strike and Pall Mall cigarettes were also charged with misrepresentation in the advertising of the cigarettes. In the case of Pall Mall, FTC alleged, among other charges, that the coat-of-arms on the Pall Mall packages is similar "in design, form or pattern" to the coat-of-arms of the British Royal family.

FTC charged that the continued use of Stanback and B.C. would be deleterious to health despite claims that its ingredients are harmless and can be taken often safely, and that it has a beneficial effect in respect to the alkalinity of the blood. Failure to warn against excessive dosage, the complaints charged, may lead the public to believe that the preparations may be safely taken in such amounts and with such frequency as may seem necessary to accomplish the represented and desired results. FTC also charged the Capudine Chemical Co. with false and misleading advertising.

A provision in a Federal Trade Commission order prohibiting domestic corporations from using French or other foreign terms or words to designate, describe, or refer to perfumes made or compounded in the United States unless an English translation appears in connection therewith was held erroneous. (Etablissements Rigaud, Inc. v. Federal Trade Comm.).

Alexander Smith and Sons Carpet Co. signed a stipulation agreeing to cease and desist from the use of the words Kirman, Sarouk, and other distinctively Oriental terms, or any simulation of them in describing rugs which are not in fact made in the countries or localities mentioned. The company will be permitted to use these words when accompanied by the words "design" or "pattern" clearly indicating that the surface is a likeness of an Oriental design. The respondents also agreed to discontinue the use of distinctively Oriental names or simulations thereof, or illustrations depicting Oriental figures or scenes and the use of the words "Sarouk reproductions" on rugs which are not counterparts or reconstructions of originals in all particulars.

FTC also attacked the use of the Red Cross as a trademark for shoes manufactured by the United States Shoe Corporation, Cincinnati.

Exclusion of evidence as to the proper standard required for the manufacture of fruit preserves was held to constitute a denial of a fair hearing before the Federal Trade Commission when it charged a corporation with falsely labeling products as "preserves" or "pure fruit preserves." (Fresh Grown Preserve Corp. v. Federal Trade Comm.).

TRADEMARKS AND COPYRIGHTS

The use of the words "Food Center" in connection with the name of the proprietor was held not to infringe the rights of the first user owning stores designated as "Food Centre." (Houston v. Berdo). The use of the names "Moon Brothers Furniture" and "Moon Brothers Upholstering" did not create such confusion as to result in unfair competition with an electrical appliance company doing business in the same area as "Moon Brothers, Incorporated." (Moon Brothers, Incorporated v. Moon). A corporation using the trade name of "Sterling Products" could not enjoin another corporation, engaged in a different business, from using the same name on the ground that unfair competition results from injury to business caused by the unfavorable publicity received when a consent decree was issued against the corporation for violating the anti-trust laws (illegal agreement with the German drug trust). (Sterling Products Corp. v. Sterling Products, Inc.). Likewise, the use of the mark "Adams Clothes" as the brand name for clothes sold by a user over a period of years under various firm names, not including therein the name "Adams," was held to entitle such user to adopt "Adams Clothes" as the firm name without infringing the rights of a company establishing, in the meantime, a place of business described as "Adam Hat Store." (Adam Hat Stores, Inc. v. Lefco).

A corporation owning numerous subsidiary corporations throughout the United States engaged over a period of years in the business of making small loans and using the words "Personal Finance Company" as part of the corporate name, could enjoin a newcomer engaged in the same business within the trade area covered by such subsidiaries. (Beneficial Industrial Loan Corp. v. Kline). So, too, a corporation selling, over a period of years, expensive high-quality women's wearing apparel at wholesale and retail throughout the country under the trade name of "Milgrim" could bar the use of that name by a retailer adopting it for inexpensive apparel, knowing of its prior use as a trade name and selling in a market area served by the first user. (H. Milgrim & Bros., Inc. v. Schlesinger). An injunction was also granted a bus transportation company, using the trade name "Greyhound" in connection with its business of operating bus lines throughout the country, against the use of the name by a subsequent user in connection with its business of conducting tours to Cuba from a point within the trade area served by the first user. (Greyhound Corp. v. Goberna). Also, the use of "Lone

WOLF and COMPANY
Certified Public Accountants
NEWSPAPER DIVISION
Joseph G. Terry, CPA
Manager
Offices
NEW YORK CITY
CHICAGO
PHILADELPHIA
LOS ANGELES
INDIANAPOLIS
OKLAHOMA CITY
DES MOINES
Home Office
CHICAGO—7 South Dearborn Street

Legal Decisions and Rulings Affecting Newspapers

(*Continued from page 187*)

Ranger" and "Hi, yo, Silver" was enjoined in advertisements describing a circus performer, who had previously played the part of the person known as the Lone Ranger in a licensed motion picture of that name. (Lone Ranger, Inc. v. Cox).

An injunction was issued restraining Hollywood Cosmetic Mfg. Company from using the name "Vanaline" on a hair tonic. The judgment stated that the defendant "conceived the unfair and fraudulent scheme of selling hair tonic bearing the name 'Vanaline'" and "thereby profiting through the demand which would result from the public buying the same under the mistaken belief that it was buying the Chesebrough product." In its complaint, Chesebrough stated that Hollywood Cosmetic had copied the Vaseline hair tonic label and simulated its color scheme "all with the purpose and object of cashing in on the reputation of Vaseline hair tonic."

The Coca-Cola Company, seeking to enjoin Nehi from using the "cola" tag on labels and in advertising for Royal Crown Cola (as well as R. C. Cola, Nehi Cola and Par-Pak Cola) succeeded in procuring a review by the U. S. Supreme Court of its charge that Nehi was engaged in unfair competition and was misleading consumers by using a "substantial and characteristic part of the complainant's trademark" upon a beverage that imitated Coca-Cola in taste and color. These practices, Coca-Cola charged, enabled dealers to pass off to consumers other products as Coca-Cola beverages.

Local law, and not federal law, was held by the Supreme Court to apply in an action in a federal court for unfair competition and infringement of a common-law trade mark. (Pecheur Lozenge Co. Inc., v. National Candy Co., Inc.). The Supreme Court also decided that the owner of a trade mark registered under the Act of 1905 need not prove actual deception to recover profits from an infringer who has the burden of proving that the profits are demonstrably not attributable to unlawful use of the owner's mark. (Mishawaka Rubber & Woolen Mfg. Co. v. S. S. Kresge Co.).

The amended Trade Mark Registration Act still protects newspaper, periodicals and magazines for innocent infringement by publication in advertising copy.

In Triangle Publications, Inc. v. New England Newspaper Pub. Co. (46 F. Supp. 198) the court held that: the groups of charts on horse racing published by the plaintiffs were compilations protected by valid copyrights which the defendants had infringed; the internal law of Massachusetts governed the question of unfair competition; if the indices were used, it was neither copyright infringement nor unfair competition, and there was no other unfair competition beyond the copyright infringements. Nevertheless, the court granted an injunction prohibiting further copyright infringement and forbidding any further use of the plaintiffs' publications by the defendants for even the limited purpose of getting clues to their own material.

The Court formulated an analytical definition of "compilation" as used in Section 6 of the Copyright Act in order to reach its conclusions that, although each entire chart could not be copyrighted individually, certain parts of each might be; that the daily periodicals as a whole were copyrightable compilations, and that a fortiori the monthlies were, too.

LABOR

1. War Labor Board

Jurisdiction

WLB has jurisdiction over any labor dispute irrespective of its relationship to war production, not only over wage adjustments but also over a dispute concerning a rule governing the hiring and leasing of equipment, labor disputes as to union status, and even where no dispute is involved.

In exercising its jurisdiction over existing contracts, WLB prefers industry-wide negotiation to individual contracts. It has also required modification of a union agreement and interpreted an ambiguous contract. WLB has also directed the exclusion of certain clauses from contracts and has directed a change of shifts, and permitted a dissatisfied employer to include a protest clause in the contract while disallowing a duress clause.

WLB held that it had no jurisdiction over municipalities' labor disputes with their employees. It has refused jurisdiction in the dispute between bituminous coal producers and CIO United Mine Workers, and in a case where a change was sought in an existing agreement by one party where the contract provided that such a change could only be made by mutual consent.

WLB sustained the jurisdiction of NLRB where an unfair labor practice was concerned and has referred to NLRB a dispute over representation.

However, WLB will take jurisdiction where an NLRB ruling may have an adverse effect on the war effort. WLB has also ordered compliance with NLRB where a work stoppage would interfere with the war effort.

Wage Policy

15% Formula

Under the formula first announced in connection with the Little Steel Case, WLB grants increases up to 15% over wages paid on January 1, 1941, 15% being the estimated rise in the cost of living between that time and May 1, 1942. In applying the formula WLB ignores all wage increments except general wage increases. The formula continues as WLB's guiding policy under the stabilization program, as evidenced by its first five decisions announced after the President's Order. The Board has indicated that it will continue to approve increases where rates have lagged behind the 15% increase in the cost of living.

If increases have been granted partially covering the 15% gap they must be deducted from the total in arriving at increases still available. Increases have been denied where a 15% raise in rates since Jan. 1, 1941 had already occurred and WLB has modified an escalator clause which would have operated to raise wages above the 15% limit, ruling, as a further precaution, that all wage adjustments under escalator clauses must be submitted to it for approval.

WLB has departed from the Little Steel formula and granted increases above the 15% formula to correct inequalities and inequities. Similarly increases have been denied in rejection of those paid in the area and where granting the increase would have created an inequality.

WLB has granted increases to eliminate inequalities.

Although WLB has announced that it will not grant increases to prevent labor piracy, it has done so in certain circumstances.

WLB has ruled that women are entitled to the same pay as men for comparable quality and quantity of work.

An increase has been refused where wages were not substandard and even where they were; where rates were higher in the area than in any of the other particular industry areas; and where no data on inequalities had been submitted.

A provision for blanket wage increases was ordered deleted from a contract as inconsistent with the President's stabilization program. Increases granted to employees of the Big Steel Companies were made retroactive to the date when the union issued a press statement that it would seek the same terms from the Big Steel companies, despite the companies' claim that the old wage rates were to remain in effect until 10 days after either party had filed a written notice, according to the contract. WLB has ruled that an employee who has either quit or been discharged between the date when a retroactive wage increase became effective and the date of the order putting it into effect is entitled to receive the amount of the increase up to the date when his employment ceased, provided he applies for it within 60 days after the order is issued. The 60-day limitation does not apply to employees who have joined the armed services.

Unsuccessful negotiations have resulted in WLB's ruling that employees are entitled to a retroactive wage increase to the rates posted by the employer and WLB has referred a dispute back to the parties to be considered in accordance with the existing contract with an agreement that the pay decision would be retroactive.

WLB has refused to make increases granted to employees of steel companies retroactive to the same date as that in the case of other U. S. Steel subsidiaries and has ruled that employees who had disregarded requests of the companies, the unions and the Government to remain on the job pending the decision and who had "shopped around" would not receive retroactive pay.

Union Security

WLB's general policy on the maintenance of membership clause is to grant it in the average run of cases without any regard to the employers' or Unions' records, provided that the union is responsible, i.e., it has refrained from striking in violation of its pledge to the President. In its present form the clause permits employees to withdraw from the union within 15 days from the directive order of the Board. Those not withdrawing are considered by the Board to consent to the clause. Unions are prohibited from coercing employees to become members and from expelling members except as provided for in the by-laws or the constitution, and WLB has ordered employers nst to circumvent the operation of the clause by various devices.

WLB has granted maintenance of membership clauses to compensate a union for loss of membership because of disadvantageous terms in bargaining and has also ordered the clause included in a contract although management insisted it was not needed since 141 out of its 147 employees were union members. WLB has also granted maintenance of membership despite strikes. In one of these cases, conditions were attached and WLB threatened to reconsider its decision if another strike were to be called.

But union security has been denied altogether because of strikes. WLB has granted less than a union shop but more than a standard maintenance of membership clause and granted a union shop where it had compromised in a demand for a wage increase. It has also granted a maintenance of membership clause supplemented by a preferential shop, and has ordered the signing of a preferential shop contract.

WLB has granted the check-off in several cases, holding that unions are entitled during the life of a contract to the financial support of its members.

However, WLB has denied the check-off to penalize a union for its hostile attitude.

WLB has supported the NLRB by incorporating in its directives the latter's principles of collective bargaining. Thus, WLB has held that the employees, not management, are to decide who the union's business agent is to be, has enforced compliance with NLRB orders, and has prescribed recognition of a union for matters involving grievances of its members pending NLRB determination of a case.

And WLB has also delayed a decision pending action of the NLRB on the reinstatement of two employees discharged in accordance with a union shop contract.

2. National Labor Relations Board

Jurisdiction of NLRB

A state court has no jurisdiction over a labor dispute within the meaning of the Wagner Act, such being the exclusive concern of NLRB.

The Federal District Court widened the meaning of the term "labor dispute" when it refused to enjoin a union from withholding its labor because the employer refused to pay the customary fee to join an employer-union board. Exaction of the fee was held not pursuant to an unlawful conspiracy.

A Sate Labor Relations Board may sever a craft unit from an individual unit even though it means altering a renewed contract. Such action was held not unconstitutional since the parties to the renewal knew at the time that the question was under the consideration of the Board which had statutory authority to fix the unit.

Held properly under the jurisdiction of the NLRB were company guards, employees of a National Bank whose activities amounted to interstate commerce, and private hospitals and other charitable institutions. These latter enjoy no special exemption, merely because they are not enterprises conducted for profit.

The control of violent picketing is properly within the police power of the state.

Elimination of competition by a conspiracy between labor and non-labor groups was held a violation of the Sherman Act. Where no labor dispute was involved, the union was enjoined from exerting economic pressure on film distributors.

However, the Board may not substitute its own ideas of discipline and management for those of the employer. Where, therefore, employees circulated a union petition, in violation of a company rule requiring permission, their conduct was held to constitute insubordination, and was not such a proper exercise of concerted activity as comes within the protection of the Wagner Act.

Management's Rights.

The Supreme Court ruled that management's right to free speech may not be curbed by a mere claim of NLRB that it exercised coercion. However, pressure was indicated by the NLRB in a ruling that statements that unions never did anybody any good, that unionization will create a wall and barrier between employer and employees, and that a particular union, not favored by the employer, would demand wage scales which would necessitate curtailment of work and personnel were unlawful. Management was guilty of violating the Wagner Act when it relayed the anti-union advice of local business men through a public address system during lunch period, and conveyed the impression that the anti-union sentiments relayed were those of the management. Likewise, anti-union language may be regarded as interference with employees' rights in violation of the Wagner Act, where such language is accompanied by anti-union acts indicating hostility to the union, e.g. refusing to bargain in good faith with the union involved and excluding union members from the benefits of wage increases. While it has the right to due deliberation management cannot use it to avoid or delay the collective bargaining process.

A transfer with equal pay rate to limit opportunities to talk was held not discriminatory. Likewise held not discriminatory was the transfer of an employee active in union promotion to a job offering less opportunity for proseletyzing, where even the union agreed that his zeal retarded his production.

Management may threaten a union demanding an immediate answer to a proposed contract, that it can replace employees if they go on economic strike. An employer is not obligated to discharge an employee who declined to apply for membership in the union, when his contract did not provide for such discharge. Held not interference with employees' rights was management's refusal to handle employees' grievances with an outside union, and its appeal to strikers and the public in defense of his version of the controversy. The remarks of a constable working as an employee were held not attributable to the employer.

Management's Duties

Management may not use an all-union shop contract to freeze its employees' bargaining agent, nor may it participate in a pre-election campaign.

It is management's duty to purge itself of the taint of coercion by correct conduct, e.g. by making it clear that the employer had no objection to his employees joining a union and that he would recognize the union if chosen by a majority. Suggesting to a union what law firm to engage was held evidence of employer favoritism. An employer should have granted employees a 15-day leave of absence or followed appropriate grievance procedure where his employees were kept away by pickets seeking to collect membership dues. Discharged employees were held entitled to back pay. A union must claim majority representation to hold an employer to his duty to bargain collectively but in determining whether the employer violated the Wagner Act, the Board will consider his prior unwillingness to meet the union. Pressing of a claim by an employer to present his grievances before the Labor Board, if grievance procedure is already prescribed by the contract was held to constitute an interference with employee rights, and a refusal to bargain. But where there is no lawful representative of employees with whom the employer must deal, he is free to make whatever arrangements he wishes with individual employees or small groups, without being charged with interference since such conduct is not interpreted as discouragement of concerted activity. Since management may not interfere with its employee's right to collective bargaining it cannot accept employees' offer to withdraw if their pay were increased. Revelry and undue rejoicing over the defeat of a union were held to constitute interference. This, coupled with what was styled as unusual liberality in lending money to employees, was sufficient to damn the employer. Extra compensation to key employees for cooperating in "quieting" unrest when the union was seeking to organize, and attempts to avoid dealing with a union were held an unfair labor practice.

The arrival of an impasse in negotiations in which the union took the final position that it would not sign any contract which did not contain either a closed shop or an arbitration clause did not mean that the employer had refused to bargain. Where the Labor Board had not determined the appropriate unit, the employer's refusal in good faith to deal with the union except on the basis of what he considered the appropriate bargaining unit was held not an unlawful refusal to bargain.

But, though certain subjects are covered by individual contracts, an employer is required to bargain with a majority union, and even to repudiate such contracts despite the fact that they were voluntarily entered into by the majority of the employees and contain no anti-union features. Going over the head of a union bargaining committee was held to constitute a violation of the Wagner Act where the employer's lack of cooperation and attempts to avoid negotiations confirmed the Board's finding of a refusal to bargain collectively.

The duty to bargain also includes the duty to bargain over the interpretation of the agreement. An employer's refusal to confer on the contract's meaning was, therefore, held an unfair labor practice.

A discharge may be discriminatory even if the employer did not know that the employee was a union member. Refusal to allow withdrawal of a resignation made in expectation of military service, was held discriminatory where the real reason was the employee's union activities.

Discharge of salesmen who refused to perform the unaccustomed duty of accompanying trucks which were being driven by employees hired to replace the strikers, for the reason that this duty would make them strike-breakers, was held discriminatory. Likewise discharge of an employee on the alleged ground that he suffered from "temper spells" and was guilty of insubordination was discriminatory since the spells were found to have been incited by "baiting" supervisors. Removal of "only union" signs from company property leaving others untouched constituted an unlawful interference.

Discharging an employee, even though for cause, may be unlawful, where the employer shuts the plant suddenly and completely at a date earlier than he had otherwise planned to shut down. Such conduct was held a discriminatory lockout from the time of the actual shutdown to the time when the shutdown would normally have occurred. Since an employer may not render any financial aid to a union, no agreement on his part can legalize such an agreement. He may not assist a union in securing new members, even though the union is a bonafide national labor organization and had secured a majority of the employees in the plant before receiving any assistance from the employer.

An employer whose contract provided for a regular 8-hour work day was held not to be justified in reducing the work day.

Labor's Rights, Duties and Immunities

The fact that employees passed a resolution condemning their employer for his anti-union activity does not bar them from the protection of the Wagner Act.

When the right to strike is given away the Law will presume that the union so agreeing is subservient to the employer. A union may not take disciplinary measures nor prefer charges against members who refused to obey a call to strike in violation of a stabilization agreement which was binding on the local and its members.

Economic strikers were held entitled to reinstatement over new or former employees, where the court gave no credence to management's reasons for not reinstating them.

Reinstatement was granted when the Board did not accept the employer's contention that the employee was discharged for violating a company rule where there was evidence that the rule was honored more in the breach than in the observance. But the breach of a no-strike agreement is sufficient justification for denying reinstatement to striking employees despite the fact that the strike was caused by the employer's unfair labor practice.

The Labor Board has distinguished between a strike and a demonstration. Where a strike is involved, management is not guilty of discrimination until employees are refused reemployment after making an unconditional application. Where a mere demonstration is involved, any refusal to reemploy based on concerted activity may constitute a violation of the Wagner Act.

A labor organization was held to have the right to picket peddlers or bakery products in New York City, in an effort to induce them to employ a union relief driver on Sunday instead of working seven days a week themselves. The Supreme Court in this case saw no such abuse "through the use of excessive picketing" as would justify limiting labor's right to free speech. But a union was restrained from peaceful picketing of a third party. An ordinance requiring pickets to register daily before reporting for duty was held invalid.

A California court allowed an injunction on the ground that picketing was for an unlawful activity, where it was exercised against the brokers who supplied the distributors with milk.

NLRB refused to review an election which, it was charged, was won by an unfair appeal, but, for the first time, set aside an election when the winning union won its majority by employing violence.

Supervisory personnel may constitute their

Legal Decisions and Rulings Affecting Newspapers

(*Continued from page 188*)

own bargaining unit but may not be included in a single bargaining unit, even though the union wishes it. Militarized guards may be represented by their own bargaining agency also representing production employees. Militarized guards, however, may not be included in the same industrial unit, even if the union wishes it. Guard corporals may be included in the same unit with watchmen and guards under them if one union agrees and no other union objects. Special employees hired to do war production work are entitled to representation in a bargaining unit. The Board refused to classify war work employees in a separate unit from those employees who had been with the firm when it was engaged in peacetime production. Employees have the right to select an unaffiliated union as their bargaining agent.

Discharged employees were held to have the right to back pay where there was a valid reason for failure to seek out other employment. Back pay is to be cumulated for the entire period, even though during part of it operations were curtailed. Amounts earned elsewhere during the period when the employer would not normally have employed the workers were not to be deducted.

Employees, whose vacation periods fell in weeks in which they were on strike, were held entitled to vacation pay for those weeks, although the employee may have spent his vacation time on a picket line rather than in recreation.

The employer may recover wages only by suit, although the union is entitled to be a party to the suit for the purpose of obtaining a declaratory judgment on the interpretation of the contract.

A union may not penalize members for using a labor saving device, even though the ban was imposed by a collective bargaining contract. No interference can be permitted with the successful operation of the war. A collective bargaining agent does not have the blanket right to negotiate a closed-shop contract, unless it has been specifically authorized by its members.

Labor was held to be beyond the reach of the Anti-Racketeering Act. However, union officials are not immune from the penalties of the Anti-Kickback Law, even though they are not recognized as employers. Union officials who planned, aided and abetted violent picketing enjoined by court were held for contempt.

Enforcement

The burden of proving discrimination is on the NLRB; but NLRB is justified in relying on circumstantial evidence of discrimination. A company was enjoined from making an agreement with an inside union which was ordered disestablished by NLRB.

The Curcuit Court of Appeals ordered the hiring of 27 union members who were held to be on the payroll since the time of discriminatory refusal to hire them, although they did not work at all. For the employees to be entitled to the benefit of such a ruling, however, the employer must have **known** that the applicants were union members and **refused to hire them because they were union members.** For discriminatory failure to rehire workers dismissed in a slack period, the Labor Board ordered back pay to be computed from the time the number of employees was increased to a number in excess of that remaining immediately after the lay-off.

An employer who discharged an employee pursuant to the demand of a union was held guilty of illegal discrimination and ordered to reinstate such employee with back pay. An order of reinstatement required in addition to mere restoration to the job, when an employee had been unlawfully ousted, the restitution of the discharged employee's seniority rights.

The New York Supreme Court sustained the power of an arbitrator to compel reinstatement and back pay for the discharge of an employee in violation of the contract. Where the partial motive for discharging an employee was his violation of a safety rule, it was held not to justify an employer charged with discrimination when the circumstances surrounding the discharge rendered it unlawful.

Management was ordered by NLRB to post a notice to disregard its hostile words or acts and stating that no employee was to be subject to disadvantages for union affiliation. As part of the power to enforce, NLRB ordered an employer to notify his employees that he had been held in contempt of court. A union which instituted an economic strike lost its status as bargaining agency when the jobs were filled by non-union members. An injunction was used to prevent a union from compelling stoppage of materials in an effort to impose a closed-shop contract on an interstate dealer where it had already petitioned the NLRB. Employees can be enjoined from picketing during the pendency of proceedings before NLRB. Stoppage of work by employees before the end of a scheduled shift in violation of the contract because they do not consent to work overtime was held by an arbitrator to be proper ground for the imposition of penalties.

Where a union electioneered NLRB voided the election.

3. Wage-Hour Administration

As a result of the Kirschbaum Building Co. Case, employees closely though indirectly, connected with goods produced for interstate commerce are under the Act. This ruling is broad enough to include many service concerns, hitherto exempt, e.g., if a customer of a utility company produces for interstate commerce, the utility's employees are under the Wage-Hour Act. Building employees are under the Act if 20% or more of building space is occupied by firms engaged in interstate commerce. If employees contribute to the interstate operations of other companies, the firm may be subject to the Wage-Hour Act.

Held under the Act are employees producing commodities which, although consumed within the state of production, aid the manufacture of goods for interstate commerce, e.g. employees producing electric energy, steam, fuel, water for railway terminal use; radio broadcast stations, and manufacturers engaged in producing for interstate commerce. To be under the Act, an employee must be sufficiently close to production for interstate commerce. Held too far removed were a foundry casting unfinished parts later finished by a manufacturer within the state and installed in a plant intended for interstate production, even if the foundry finishes the parts before selling them for installation; but repairs or replacements of such parts were deemed sufficiently related to interstate commerce for the Act to apply.

A producer selling goods entirely within the state must comply with the Wage-Hour Act if the goods were "steadily and directly" shipped to other states by the purchaser, even though the producer, was unaware of it. The Reconstruction Finance Corporation, as similar in activities to a private employer, was held under the Act and required to pay back wages.

Employees covered by both a state law barring absolutely employment of women for more than 8 hours a day or 48 hours a week, and the Wage-Hour Act must be paid time and a half for all hours in excess of 40 hours a week but, in accordance with the state statute, may not under any conditions work more than 8 hours a day or 48 a week. Where two laws conflict, the higher standard prevails. The Eight-Hour Law supersedes the Wage-Hour Law on wage-hour questions since the Eight-Hour Law is a later statute. A company subject to the Eight-Hour Law need not, therefore, comply with the minimum wage and overtime pay requirements of the Wage-Hour Law.

The Belo Plan of making individual contracts with employees where hours are irregular to receive a fixed sum each week, although they work in excess of 40 hours some weeks was sustained by the U. S. Supreme Court. A wage agreement on the Belo Plan was upheld but not when it was intended to cover both straight and overtime pay. In another case it was held that the benefits of the Belo case cannot be claimed by an employer unless there is an agreement between him and his employees that part of the wages paid should be allocated to or treated as overtime compensation. Pay reduction which resulted in regular wage plus overtime not in excess of the wage paid before reduction was held a violation of the Wage-Hour Law, differing from the Belo doctrine in that there was no contract. Any regular rate of pay above the statutory minimum and agreed upon by contract may be chosen; hence the rate of overtime may be fixed as though there were no Wage-Hour Law.

The payment of an additional 5 cents an hour for night work for hours in excess of 8 a day or 40 a week pursuant to a union contract was held not to be overtime, but a premium for night work. For an employee thus being paid day and night rate, overtime must be computed by dividing weekly earnings at both rates by total hours worked during the week. In determining overtime on two jobs under Wage-Hour and Walsh-Healey Acts, the employee may compute either time and a half the average hourly earnings for the entire work week or time and a half the hourly or piece rate at which he was employed during overtime hours.

Where a company claimed that it need not pay time and a half for overtime if weekly pay amounted to as much as 40 cents an hour for straight time and 60 cents an hour for overtime, the Supreme Court ruled that the Law's overtime provision required the company to pay 150% of the "regular, not the minimum wage."

Employees cannot bargain away their right to overtime. An employee in interstate commerce may not recover for overtime under both state and FLSA. Employees in both intra and interstate work need not show the time spent in each to recover under the Wage-Hour Law.

Granting a customary wage bonus may create a moral obligation to continue it, despite an accompanying notice that it was a gratuity which the employer might discontinue. Thus, although the employer granted a wage increase, it was bound to continue the bonus. The Supreme Court ruled that "a tip to a redcap is compensation for service" and therefore "wages" under the Act. Pay deductions **not** allowed included rent, tools, purchases at company stores, etc., since they reduced wages below FLSA minimum. Deductions for **permissible items,** e.g., rent, and electricity though permissible have been disallowed where they were in excess of the reasonable cost of such items and were illegal to the extent of such excess when they brought the cash wages below the legal minimum.

Employees engaged to do both manual labor and act as watchmen were held entitled to claim back wages for all the time they were required to remain on the premises as watchmen.

Employees are entitled to the Wagner Act's protection even when they file information or bring a wage suit under the Wage-Hour Act. That employees were discharged because they persisted in their wage suit against an employer under the Wage-Hour Law was held immaterial, when the court denied the employees the right to compel reinstatement where the discharge was consented to by the union, from which the employees were subsequently expelled. A 14-week peak period exemption was allowed for each individual employee.

When the Wage-Hour Administrator's complaint is too general to enable an employer to interpose a proper defense, the latter is entitled to the details on which the charge was based.

In view of the Supreme Court's interpretation of the Wagner Act, the Pennsylvania Court now rules that the burden is on management to disavow its agents' activities.

Enforcement

The Supreme Court held that the Wage-Hour Administrator may not delegate his power to subpoena nor may he embark on a "fishing expedition" in issuance of a subpoena for the production of records. A consent decree issued by the Court for violation of the Wage-Hour Law prescribed acceptable employer conduct. The delivery of goods produced in violation of the Wage-Hour Law was restricted in another consent decree until full restitution of back pay was made. Where the company must have known that goods bought were produced in violation of the Wage-Hour Law, it was held criminally liable.

For accepting a "kick-back," an employer was compelled to make restitution, pay an equal amount as liquidated damages, interest, and attorney's fees, a total of over $3,000. The Court's power to hold in criminal contempt one who violated an injunction issued under the Wage-Hour Law was affirmed against an employer who pleaded guilty to charges of forcing employees to "kick back" part of restituted back wages.

The penalty for contempt of court in disobeying an order to comply was set at 6 months imprisonment or restitution of $21,000 within 4 days. Four officers of an offending company violating a consent judgment under the Wage-Hour Law were sentenced to prison terms. No jury trial was required for an employer failing to abide by a court decree.

An injunction was sustained against an employer even though he ceased violating the Act, where his compliance was motivated by a desire to escape penalties rather than by sympathy with the Act's purposes. An employer who had ceased violating the Wage-Hour Act before suit was filed against him is still liable to an injunction, but it must restrain specific violations and be narrowly phrased since failure to obey is contempt of court. However, where employers have fully complied with the Wage-Hour Act, the District Court refused to enjoin them against future violations on the ground that such an injunction was unnecessary. In one case, the employer contracted for standards higher than those required by law. In the other, the employees had been paid for overtime. A mere going out of business or corporate reorganization cannot protect an employer from an injunction.

Evidence of past violations was held not admissible since an employer can be tried only for the wrong specifically charged. The provision for an award of liquidated damages is mandatory. Even though the full amount of back wages is paid following a consent judgment an employee is nevertheless permitted to institute suit for an equal amount. But settlement of a disputed claim prevents an employee from seeking an equal amount as liquidated damages. An employee cannot waive his right to recover back wages and liquidated damages. Nor is an employee's release to his employer of any value as a means of protecting the employer against a suit for unpaid wages and damages.

PRICE CONTROL AND RATIONING

The filing of OPA forms giving financial information applies to commercial printing if requested by OPA but publishing firms are exempted. Newspapers are specifically exempted from Maximum Price Regulation 225 establishing maximum prices for self-printing and printed paper commodities.

The OPA suit against Hecht and Co., Washington, D. C., charged violation of "virtually every obligation and duty" imposed by the General Maximum Price Regulation. In defense the National Retail Dry Goods Association countered with the statement that OPA regulations are so involved that even OPA officials cannot interpret them.

OPA officials hailed as an outstanding victory the action of a federal district judge in upholding major provisions of the General Maximum Price Regulation and in granting a temporary injunction against the C. Thomas Stores, Inc., and its chief supplier, Mutual Wholesale Food & Supply Co. The defendants, brought into court in the course of OPA's nationwide enforcement drive to protect price ceilings, were charged with refusal to differentiate in prices on group or quantity purchases; assumption of authority to adjust prices without consulting OPA; failure to confer with the agency on its own "squeeze" problems; and failure to comply with price-posting requirements in many of its 62 outlet stores.

OPA and the Department of Commerce jointly evolved a plan for streamlining distribution practices and curtailing peace time retail "frills," without corresponding reductions in ceiling prices. Simplification, standardization, pooling of deliveries, cooperative buying, staggering industrial payrolls, reductions in displays, etc., were among the methods suggested.

OPA established two methods whereby retail mail order houses may comply with the requirements for posting ceiling prices of some 200 cost-of-living commodities listed in the General Maximum Price Regulations. (1) By showing the seller's maximum price for the commodities at the place in the catalog or flyer where each article is listed for sale; or (2) by printing on the cover or the page immediately following the statement "All the prices in the present catalog are our ceiling prices with the exception of . . ." (listing those commodities offered at less than ceiling prices, or referring the customer to another page where such a list appears).

If the mail order house uses the first method, it need state ceiling prices for only the cost-of-living commodities. If it chooses the second method, it must list each commodity, whether cost-of-living or not, for which the catalog selling price is lower than the ceiling.

Rationing of consumer goods is an integral part of the Federal Government's regulation of the American economy during the present war. This highly essential control has been delegated through WPB chiefly to OPA.

Certain commodities, such as typewriters, rubber and automobiles, have been frozen. Others are strictly rationed, e.g., farm machinery, fuel oil, coffee, sugar.

Rationing regulations list numerous sanctions for their enforcement, some of which have already been applied. The statute provides criminal prosecution for the falsification of records, for conspiring to commit any offense against the United States and for willful performance of any act prohibited, or for failure to perform any act required under the Second War Powers Act or regulations issued thereunder. Any goods subjected to rationing may be withheld from a violator. Injunction, requisition and adverse publicity supplement the existent instruments of enforcement.

While attempts have been made to mitigate the hardships resulting to dealers in the various commodities that have been frozen or rationed, these have afforded little relief. RFC was authorized to purchase or make loans upon those rationed goods which a substantial number of dealers would be unable to sell within 6 months from the beginning of such rationing and damages for breach of contract may not be collected where such breach results from compliance with the law.

In Colonial Operating Corp. v. Hannan Sales and Service—a lower court ruled that due to rationing of automobiles performance of a lease of premises to be used "only for a showroom of automobiles and automobile accessories, had become illegal and the tenant was excused from the payment of rent. (See Signal Land Corp. v. Loecher).

The constitutionality of rationing was upheld when a District Court in California ruled that there was not a taking of property without due process of law. A Circuit Court held that a company importing new tires and tubes in which it has title subsequent to issuance of regulation by the Office of Price Administration prohibiting delivery or transfer of such articles could not get such tires and tubes from custody of customs collector, except by OPA's authorization. (Standard Oil Co. of Kansas v. Angle). The amended regulation of OPA specifically prohibiting release of imported tires and tubes will control on appeal, although such regulation was issued subsequent to the judgment of trial court denying release. (Standard Oil Co. of Kansas v. Angle). Even though title had passed to a buyer pursuant to contracts of purchase executed in good faith prior to promulgation of regulations "freezing" new tire transactions, OPA could enjoin the shipment of the new tires in possession of the seller. (Henderson v. Smith-Douglass Co.).

WAR PRODUCTION BOARD

WPB substituted for the Production Requirements Plan, under which materials were allocated by their end use, the Controlled Materials Plan, the purpose of which is to assure a balance between the supply and demand of the controlled materials, so that they will be available to consumers in the quantity and form and at the time and place required to meet authorized programs and schedules. It provides for the division of available supplies of controlled materials among the various claimant agencies in the interests of the most efficient use of the materials in war production, as well as the further division of such supplies between prime and secondary consumers.

The plan provides for centralized control over the allocation of controlled materials and an appropriate accounting so that no agency can overdraw its allotment. It is sufficiently flexible to permit the inclusion of additional materials as controlled materials if necessary.

To meet military requirements and the need for assuring equitable distribution, newspapers and magazines were cut in their consumption of print paper, processed foods were placed under rationing at consumer levels and inventories of consumer goods in the hands of large retailers and wholesalers were curtailed. Only small percentages of available materials remain to be distributed, requiring that each request be weighed carefully as against the need of the war program. WPB drastically limited inventories and eliminated thousands of items through standardization and simplification.

The Inventory order, L-219, limits the size of inventories of consumer goods in the hands of large retailers, wholesalers, and stock-carrying branches of manufacturers. It applies to merchants who, on or after November 30, 1942, had an inventory, at the end of any quarter of their Federal Income Tax year, valued at $50,000 or more, and who also, during the 12-month period preceding the end of that same quarter had net sales of consumers' goods of $200,000 or more. Consumers' goods are defined as goods suitable in form or type for sale to individual ultimate consumers for personal or household use. Goods not covered by the order include; foods and beverages; fuel oil, motor oil, and gasoline; goods used in rendering personal services; goods sold for consumption on the vendor's premises. No effort is made to control inventories by departments.

The order requires that beginning with

Legal Decisions and Rulings Affecting Newspapers

(*Continued from page 189*)

the second quarter of the 1943 fiscal year, inventories be kept in the same proportion to projected sales as in the average of the three fiscal years, 1939-40-41. Merchants with excessive stocks were required to file monthly reports with WPB, restrict receipts of merchandise for the following quarter to amounts needed for establishing permissible inventories and confine receipts during the following quarter to one-third for each month of the quarter, subject to prosecution for any violation.

The simplification plans called for a reduction in the hardware lines from 27,000 items to approximately 3,500 to conform with permitted sizes, types, grades, finishes, weights, standards and so forth. The merchandise lines include such items as door trim, various kinds of hinges, window and transom hardware, sash balances, etc.

After January 15, 1943, producers are prohibited from putting into process builders' finishing hardware not in conformity with simplification schedules. After the effective date until March 1, 1943, manufacturers may assemble from completed parts in inventory, designs and types not included in Schedule 1. After March 1, however, inventories of finished parts for non-standard items are frozen.

A "Necessity List" of permitted items include requirements which may be needed during the national emergency by the Army, Navy, Maritime Commission, Lend-Lease, Board of Economic Warfare, other Federal Agencies, essential civilian users, (repair maintenance, safety, farm construction, etc.).

WPB issued numerous restrictive orders. Order P-133 imposed rigid controls affecting inventories of spare parts of radio stations and commercial sound recording facilities. Shellac for use by phonograph record makers was placed under complete allocation control by an amendment to Order M-106 issued July 31 (Seedlac was excluded). It clarified Order L-44 restricting the production of domestic radio receivers and phonographs. (Radio set includes combination radio receivers and transmitters, television receivers, and blackout devices using vacuum tubes). Persons assembling or converting sets produced by others were exempted from the order. Priority Regulation 11 temporarily exempted communications from separate inventory requirements. Interpretations of Orders P-129 and P-130 eliminated hardships worked on companies forced to acquire large inventories for specific projects authorized by WPB by modifying radio inventory restrictions to allow material for specific military needs to be stocked without affecting regular stocks. L-94 includes broadcasting as subject to the curtailment of electric power.

Future construction of stations in areas now having primary service was stopped by FCC pending a WPB order for the freezing of broadcasting assignments. The Defense Communications Board adopted recommendations to WPB and FCC which, resulting in the freezing of standard broadcast assignments, leave only discretionary power to FCC in the granting of new stations or improved facilities. The Defense Communications Board recommended complete stoppage of all broadcast construction for new and modified facilities, exempting only international, experimental, and studio-to-transmitter service. Under FCC's freeze policy no application was to be granted involving the use of any materials for construction or modification of facilities. Certain specific exceptions were made, e.g., changes required by the Commission or recommended by the head of a Federal War Agency. A loophole was provided for emergency cases or those with "peculiar circumstances." However, FCC's freeze policy was relaxed to allow applications involving shifts in frequencies using no materials other than quartz crystals.

Commercial vehicle licenses were required by ODT as Certificates of War Necessity. By arrangement with OPA and ODT instruments authorizing purchase of fuel, tires and tubes will be issued only to operators presenting certificates.

The chief casualties of war production were hundreds of household items once considered essentials. The ban on these released several million tons annually of critical materials.

WPB tightened its control over the distribution of both war and civilian goods, as well as raw materials, both by the consolidation of WPB industry groups and the issuance of new orders.

TRANSPORTATION

On May 2, 1942, Executive Order No. 9150 ordered ODT to assume jurisdiction over all rubber-borne transportation facilities including passenger cars, buses, taxicabs and trucks; develop programs to facilitate such transportation; and formulate measures to conserve and assure maximum utilization of existing services.

On August 5, 1942, ODT's authority was extended to domestic transportation within the territories and possessions of the United States.

WPB authorized ODT to issue certificates of necessity granting transportation priority to shipments of materials and commodities by tank cars.

By general orders, ODT established minimum weight limits on less than carload freight shipments for non-defense purposes; barred railroads from substituting bus service for street car or train service on existing rail routes unless authorized by ODT (Apr. 1, 1942, No. 2); established operating and loading requirements for common carriers by motor vehicle and limited maximum speed to 40 miles an hour (July 13, 1942, No. 3); eliminated less than capacity loads for contract carriers of property (Apr. 20, 1942, No. 5); curtailed local deliveries by reducing special deliveries and call-backs, and providing for pooling of facilities (Apr. 20, 1942, No. 6); restricted the use of tank cars to shipments by or to the United States Government or any department or agency thereof, and required a license or permit for any tank car shipment (May 4, 1942, No. 7); prohibited the transportation of coal between certain Atlantic ports (July 6, 1942, No. 15); required permits to prove the availability of shipping space before export freight may be accepted for transportation to ports (July 6, 1942, No. 16); revised the standards for truck conservation by contract and private carriers in local and over-the-road service (July 23, 1942, No. 17) with special provision for deliveries of newspapers (17-3) and the transportation of copy, proofs or tracings (17-9); required the maximum loading of cars carrying civilian freight (Aug. 15, No. 18); set up operating requirements for taxicabs and taxi service (Aug. 29, 1942, No. 20); and required a certificate of war necessity for the control of commercial motor vehicles (Sept. 8, 1942, No. 21).

In further orders and interpretations ODT prohibited automobile and motorcycle "thrill shows"; made each individual carrier responsible for the elimination of wasteful operation and duplication of parallel services; made the public equally responsible with carriers under its delivery curtailment provisions; emphasized its strict prohibition of more than one delivery to the same point on the same day; included lessees as subject to its order requiring a Certificate of War Necessity for the operation of commercial motor vehicles; established Joint Information Offices to assist motor truck operators in carrying out ODT conservation orders; requested the formation of car-sharing clubs in connection with the gasoline rationing program; and provided for the pooling of traffic by carriers.

The Association of American Railroads undertook expensive plans to gear its promotional activities continually closer with the information program of the Office of Defense Transortation. Copy appeal shifted from the traditional straight institutional story of the railroads' campaign to a direct appeal to the public, with the underlying theme "Don't Waste Transportation." With the approval of Joseph Eastman, Director of ODT, the roads sought to instil the idea of conservation of transportation, advising the public to plan early, avoid weekend travel and cancel reservations promptly. By blotters, mail inserts, window cards, counter cards, bulletin board posters and car cards, which were distributed through individual railroads, the railroad channelized suggestions for conservation of travel and freight hauling.

The three point program for railroads, inaugurated by the transportation commissioner provided for the maximum utilization of cars, prompt repair of all unserviceable equipment and the construction of new equipment to meet the best estimates of future needs.

War conditions having caused dislocations in normal traffic movements it was necessary to request reductions or waiving of authorized increases in existing rates for particular movements, where necessary transfer from water to rail shipment, with higher rates for the latter, and some increases in rail rates authorized by ICC threatened to reduce the available supply of critical materials.

The legality of the Oregon State Highway Commission's resolution of June 25 increasing the weight and length limit of trucks operating on state highways, was upheld on the ground of national emergency. The Commission pointed out that the limitation restricted the movement of war materials in interstate commerce, since neighbor states had a larger limit and Oregon was a bottleneck. Highway barriers were eradicated for the duration, minimum standards of sizes and weights for commercial motor freight vehicles were set up and reciprocity was extended to motor vehicle licenses for vehicles engaged in transportation of freight or being used by workers in war industry.

The New Jersey Board, in authorising the discontinuance of passenger train equipment, said:

> The test of necessity at the present time is not the same test that we previously applied to similar applications. That test rested almost solely upon the requirements of necessity and convenience of the public. This must now be expanded to include a consideration of the extent to which national defense will be aided by train eliminations so that equipment can be used for the transportation of troops and the way cleared for freight shipments urgently required in government work. (Re Pennsylvania Railroad Co.).

Substitution of buses for street cars has been ended by the war, as evidenced in the denial of a petition for authority to effect such substitution in the city of Buffalo.

PRINCIPAL FOREIGN LANGUAGE DAILIES OF U. S. A.

City	Language	Publication	Circulation	Minimum Rate	Publisher	Managing Editor / City Editor	Business Manager / Circulation Manager	Natl. Advertising Manager / Classified Adv. Manager
CALIFORNIA								
Los Angeles	Spanish	La Opinion	....	.07	Ignacio E. Lozano			
		Sunday edition	....	.09				
San Francisco	Chinese	Chinese Times	....	.90*	Chinese Times Pub. Co., Inc.			
		Sunday edition						
	Chinese	Chung Sai Yat Po	....	....				
		Chinese World	....	$2.00*	Sai Gai Yat Po Pub. Co. (The Chinese World)			
		Sunday edition	....	....				
FLORIDA								
Tampa	Spanish	La Traduccion-Prensa	....	.05	Traduccion-Prensa Pub. Co.			
HAWAII								
Honolulu	Japanese	Hawaii Hochi	8,273	.07	Fred K. Makino	George W. Wright (e) S. Terasaki (e) T. Fujikawa (me)	S. Sueno (bm) K. Kumasaki (cm)	M. Iwamoto (am) Y. Mizumoto (n)
ILLINOIS								
Chicago	Bohemian	Denni Hlasatel	50,341	.15	Denni Hlasatel Ptg. & Pub. Co.			
		Sunday edition	....	.15				
	Czechoslovak (Bohemian)	Svornost	51,310	.10	V. A. Geringer	Vaclav Miniberger (e) V. A. Geringer (me) Anton Cifka (ce)	Miles B. Geringer (bm) Joseph Zelenka (cm)	Miles B. Geringer (am) (n) (cl)
		Sunday edition	....	.12				
	German	Abendpost	10,980	.14	The Abendpost Co.			
		Sonntagpost (8)	11,391	.14				
	Italian	L'Italia	28,000	.10	Niccolo Lofranco	Niccolo Lofranco (e) (me) (ce)	Niccolo Lofranco (bm) (gm) (cm)	Niccolo Lofranco (am) (n) (cl)
	Jewish (Yiddish)	Jewish Courier	46,053	.14	Daily Jewish Courier, Inc.	Dr. Mordecai Katz (e) (me) N. Krawitz (ce)	Leo Silberman (bm) G. Lipsky (gm) (cm)	Leo Silberman (am) (n)
		Sunday edition	....	.14				
	Jewish	Jewish Forward	25,329	.13	Forward Association	Abraham Cahan (e) Harry Rogoff (me) Jacob Rich (ce)	Alexander Kahn (gm) Emil Bromberg (cm)	Wm. A. Rothchild (am) (n) (cl)
		Sunday edition	30,112	.13				
	Lithuanian	Draugas	35,651	.10	Lithuanian Catholic Press Society	Leonard Simutis (e) Rev. Peter P. Cinikas (me) Ignatius Sakalas (ce)	Rev. Peter P. Cinikas (bm) Rev. John J. Jancius (gm) Walter Cibulskis (cm)	Vincent Ed. Pavis (am) E. H. Ellison (cl)
	Lithuanian	Naujienos	37,250	.10	Lithuanian News Pub. Co.	Pius Grigaitis (e) Vincent Poska (ce)	Julia August (bm) (cm) Pius Grigaitis (gm)	Julia August (am (n) (cl)
	Polish	Dziennik Chicagoski	25,315	.16	Thaddeus S. Ligman	M. N. Starzynski (e) Thaddeus S. Ligman (me) Joseph Jakicic (ce)	Thaddeus S. Ligman (bm) (gm) L. J. Guligowski (cm)	L. W. Paluszek (am (n)
	Polish	Dziennik Zwiaskowy	23,618	.18	Alliance Printers & Publishers	Karol Piantkiewicz (e) (me) Karol Burke (ce)	J. S. Swierczynski (bm) (gm) W. Podrasik (cm)	W. Rojak (am) Alexander M. Shelow (n) John Caputa (cl)
		Saturday edition	27,916	.18				
	Slovak	Ludovy Dennik	22,000	.07	Ludovy Dennik Pub. Assn.	Paul Hodes (e) Rudolph Martanovic (me) Martha Novak (ce)	Rudolph Martanovic (bm) Anna Horak (cm)	Rudolph Martanovic (am)
MAINE								
Lewiston	French	Le Messager	5,220	.04	Le Messager Pub. Co.	Henry DeVitry (e) Valdor L. Couture (me) Louis P. Gagne (ce)	Valdor L. Couture (bm) (gm) (cm)	Paul E. Belanger (am) (n)
MASSACHUSETTS								
Boston	Italian	La Notizia	24,720	.14	G. N. Longarini	Louis LoPresti (e) G. N. Longarini (me) John J. Romolo (ce)	G. N. Longarini (bm) (gm) Lillian Albo (cm)	G. N. Longarini (am) (n) (cl)
	Jewish	Jewish World	8,240	.10	Harry L. Katz	Harry L. Katz (e) Harry Cushing (me)		
	Polish	Kuryer Codzienny	27,945	.14	Henry H. Chmielinski	J. Twarog (e) S. Paltynowicz (me) E. Reiss (ce)	Richard Chmchiski (bm) H. H. Chimchiski (gm) Leo Thomas (cm)	J. Tomasewski (am)
Fall River and New Bedford	French	L'Indépendant	6,810	.04	Louis P. Clapin	Ph. A. Lajoie (e) (me) Mrs. Irene L. Plante (ce)	Louis P. Clapin (bm) (gm) Alfred A. Montplaisir (cm)	Albert J.F. Plante (am) (n) Rogatienne Belanger (cl)

PRINCIPAL FOREIGN LANGUAGE DAILY NEWSPAPERS—Continued

MICHIGAN

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Detroit	German	Abend Post	31,545	.12	Detroit Daily Abend Post Pub. Co.	Ernst Beuerlen (e) Oscar F. Keydel (me) Berthold Vogt (ce)		Joseph Simmons (am) (n) (c)
	Polish	Polish News	31,219	.15	Frank Januszewski	Janus Ostrowski (me) (ce)	Frank Januszewski (bm) (gm). Louis Swendsen (cm)	Louis Swendsen (am) (n) (cl)

MINNESOTA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
St. Paul	German	Volkszeitung	....	.12	V. J. Peter			
		Sunday edition	....	.07				

NEBRASKA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Omaha	German	Tribune	....	.13	V. J. Peter			
		Sunday edition	....	....				

NEW HAMPSHIRE

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Manchester	French	L'Avenir National	2,070	.04	L'Avenir National Publishing Co.	Ernest A. Bournival (e) J. T. Benoit (me) Laurent Galarneau (ce)	Ernest A. Bournival (bm) (gm) Emil E. Bournival (cm)	Emil E. Bournival (am) (cl) Ernest A. Bournival (n)

NEW YORK

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Buffalo	Polish	Everybody's Daily	40,015	.15	Mrs. Marie Martusewska	Adolf Cepura (e) (me) John Goral (ce)	Franklin B. Rogger (bm) (gm) Matthew W. Pelczynski (cm)	James McKinney (am) (cl) Al Biedron (n)
New York	German	Staats-Zeitung und Herold	32,361	.29	Staats-Herold Corp.			
		Sunday edition	48,612	.34				
	Greek	Atlantis	15,608	.10	Atlantis	Vladimir Constantinidis (e)	Solon G. Vlasto (bm)	
		Sunday edition	15,608	.10				
	Greek	National Herald	13,024	.10	National Herald, Inc.			
		Sunday edition	13,024	.10				
	Hungarian	Amerikai Magyar Nepszava	27,463	.13	Amerikai Magyar Nepszava, Inc.	Paul Nadanyi (e) (me) Dr. O. Miklos (ce)	M. Kaufman (bm) (gm) Miss A. White (cm)	Dr. C. Foeldy (am) M. Kaufman (n) Miss C. Fenyves (cl)
	Italian	Corriere D'America	18,370	.19	Corriere D'America	Fortune Pope (e) Leo DeStefano (me)	Teresa Anastasi (bm)	Otto Asciutto (am)
		Sunday edition	16,395	.19				
	Italian	Il Progresso Italo-Americano	45,570	.28	Il Progresso Italo-Americano Pub. Co., Inc.	Italo Carlo Falbo (e) Frank Cantelmo (me) (m) Frank DeRosatis (me) Paolo Parisi (ce)	Teresa Anastasi (bm) Peter Alfieri (cm)	Dr. Philip Giordano (am) Arnold A. Polcari (cl)
		Sunday edition	50,087	.28				
	Jewish	Freiheit	20,768	.26	Morning Freedom Pub. Co., Inc.	Paul Novick (e) Philip Sandler (ce)	Morris Friedman (bm) H. I. Costrell (cm)	Nat. Wein (am)
		Sunday edition	20,768	.26				
	Polish	Nowy Swiat	20,595	.12	F. Wegrzynek	M. F. Wegrzynek (e) Peter P. Yolles (me) Ignace Morawski (ce)	M. F. Wegrzynek (bm) (gm) Janina Godlewska (cm)	Mieczyslaw Ciepliński (am)
		Sunday edition	10,308	.12				
	Russian	Novoye Russkoye Slovo	31,790	.10	V. Shimkin	M. Weinbaum (e)	V. Shimkin (bm)	M. Zwerin (a) V. Shimkin (n)
		Sunday edition	31,790	.10				
	Russian	Russky Golos	32,253	.11	Russky Golos Pub. Corp.	Dr. D. Z. Krinkin (e)	L. Taran (cm)	H. Metlay (n)
		Sunday edition	32,253	.11				
	Spanish	La Prensa	13,675	.098	Mrs. Jose Camprubi	Julio Garzon (e) me)	Ines Camprubi (bm)	Delfin Gonzalez (a) (n)
	Yiddish	Jewish Day	50,862	.28	Day Pub. Co., Morris Weinberg, Pub.	Solomon Bingo (me)	Maurice Brooks (bm) (gm) Morris Shelubsky (cm)	Joseph Jacobs (n) M. Shelubsky (cl)
		Saturday edition	54,527	.28				
		Sunday edition	55,191	.28				
	Yiddish	Jewish Daily Forward	100,075	.29	Forward Association	Abraham Cahan (e) Harry Rogoff (me) Jacob Rich (ce)	Alexander Kahn (gm) Emil Bromberg (cm)	Wm. A. Rothchild (am) (n) (cl)
		Saturday edition	120,896	....				
		Sunday edition	121,049	....				
	Yiddish	Jewish Journal & Daily News	86,124	....	Journal News Corp.	David L. Meckler (e) (me) M. Rivlin (ce)	Arthur L. Malkenson (bm) (gm) Louis S.Biely (cm)	Arthur L. Malkenson (am) (n) Harry Kasdan (cl)
		Sunday edition	84,085	....				
Rochester	German	Abendpost	13,217	.08	Julius Stoll	Herman Ferno (e)	Herman Stoll (bm) Francis J. Stieger (cm)	Julius Stoll (n)

OHIO

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Cleveland	Hungarian	Szabadsag Hungarian Daily	38,253	.14	Liberty Pub. Co.	Zoltan Gombos (e) (me) Joseph Muszlay (ce)	Geza Perey (bm) Jennie Frey (cm)	Lester Kovach (am) (n) Jeanette Regol (cl)
	Jewish	Jewish World	14,308	.08	Jewish World Pub. Co.	Hyman Horowitz (e) Nathan Schoenfeld (ce)	C. Stuzman (bm) Mitchell Kohn (cm)	C. Stuzman (am) (n) A. I. Mazer (cl)
		Sunday edition	14,308	.08				
	Polish	Wiadomosci Codzienne	29,705	.10	Polish Daily News, Inc.	Z. B. Dybowski (e) (me) L. Z. Adamczak (ce)	A. J. Kurdziel (bm) (gm) S. D. Spisel (cm)	J. Kurdziel (am) C. Kurdziel (n) L. Pagossa (cl)

PENNSYLVANIA

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Philadelphia	German	Gazette-Democrat	....	.16	L. Mayer			
		Sunday edition	....	.16				
	Yiddish	Jewish Morning Journal	21,670	.16	Jewish Journal Pub. Co.	Joseph L. Malamut (e) (ce) D. L. Mekler (me)	Jacob Sommerstein (bm) (gm) Louis Gerson (cm)	Jacob Sommerstein (am) A. Nissenson (n) J. Axelrod (cl)
		Sunday edition	21,670	.18				

TEXAS

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
San Antonio	Spanish	La Prensa	....	.07	Lozano Newspapers, Inc.			
		Sunday edition	....	.09				

WISCONSIN

City	Language	Publication	Circulation	Minimum Rate	Publisher	Editor Managing Editor City Editor	General Manager Business Manager Circulation Manager	Advertising Manager Natl. Advertising Manager Classified Adv. Manager
Milwaukee	German	Deutsche Zeitung	11,471	.09	Milwaukee German News Co.	Hugo R. Wachholz (e) William B. Schnabel (me) Karl Schauermann (ce)	William B. Schnabel (bm) Clare M. Ziegler (cm)	Max Kroll (am) William B. Schnabel (n) Rose Neumann (cl)
		Sunday edition	11,471	.09				
	Polish	Nowiny Polskie	24,960	.10	Nowiny Publishing Apostolate, Inc.	T. A. Jasiorkowski (e) J. Rapala (ce)	E. V. Dostal (bm) B. A. Snella (gm) T. Sowinski (cm)	J. Gostomski (am) (n)
	Polish	Kuryer Polski	26,142	.10	Col. P. F. Piasecki	J. A. Kapmarski (e) (ce)	Col. P. F. Piasecki (bm) (gm) Helen E. Faltynski (cm)	M. F. Masiakowski (am)
Superior	Finnish	Tyomies	8,942	.06	Tyomies Society	Matt Wiitala (e) (me) Alfred Tiala (ce)	Hugo Pussikivi (bm) (gm) (cm)	Lily H. Pajunen (am) (n) (cl)

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS

ALABAMA

BIRMINGHAM NEWS—1, Osburn Zuber, J. F. Rothermel; 3, Henry C. Vance, C. N. Feidelson; 4, J. C. Clark; 5, Robert W. Kincey; 7, Ernest Henderson; 8, 9, Mrs. C. F. Markell; 10, S. S. Riddle; 12, Turner Jordan; 15, 16, Vincent Townsend; 17, Lily May Caldwell; 18, C. N. Feidelson; 20, Kathleen Whorton.

BIRMINGHAM AGE-HERALD—1, McClellan Van der Veer, E. L. Holland; 3, John Temple Graves, Carroll Kilpatrick; 4, J. C. Clark; 5, Robert W. Kincey; 6, Hubert Harper; 7, Ernest Henderson; 8, 9, Margaret Spain; 10, S. S. Riddle; 12, Turner Jordan; 15, 16, Vincent Townsend; 17, Lily May Caldwell; 18, C. N. Feidelson; 20, Kathleen Whorton.

BIRMINGHAM POST—8, Mrs. Floy Seals.

DECATUR DAILY—3, Rev. Edwin Wyle; 8, Mrs. B. M. Bloodworth; 15, Mrs. E. Farish.

FLORENCE TIMES—8, Mrs. C. L. Haley, III.

MOBILE PRESS REGISTER—2, T. H. McDonnell, Howard Barney, 3, Howard Barney, M. O. Beale, Vincent Johnson, Pat Moulton; 4, W. M. Curran; 5, Don Greenwood; 8, 9, Ann Battle Hawkins; 10, Ben Muth; 12, Jeanne Appleton; 18, Nell Echols Burks; 20, Edmund Lee.

MONTGOMERY ADVERTISER — ALABAMA JOURNAL—1, R. F. Hudson, Jr., Gould Beech; 2, C. M. Stanley; 3, Atticus Mullins; 4, T. A. Hardy; 5, 18, W. J. Mahoney, Jr.; 6, Frank Spangler; 8, Mrs. Julia McKinney; 9, Mrs. Esther Mahoney; 15, Miss Sara Crist.

SELMA TIMES JOURNAL—2, Edward B. Field; 3, C. C. Seay; 4, Mrs. F. T. Raiford; 8, 16, Mrs. Clara C. Seay.

SHEFFIELD TRI-CITIES DAILY—8, Mrs. Sue H. Jackson.

ARIZONA

BISBEE DAILY REVIEW—2, Folsom Moore; 4, Chas. F. Yates.

DOUGLAS DAILY DISPATCH—2, Walter F. Ziff; 4, James Logie.

PHOENIX ARIZONA REPUBLIC AND GAZETTE—2, J. W. Spear (R), C. H. Threlkeld (R), C. G. Nuckolls (G); 3, William Turnbow (G); 4, Forest Whitney (R-G); 6, Reg Manning (R-G); 8, 9, Virginia Burger (R), Joyce Booth Penfold (G); 11, Frank Ross (R), Robert Allison (G); 18, Harvey L. Mott (R); 20, Olive Myers Scoles (R-G).

TUCSON ARIZONA DAILY STAR—1, Sherry Bowen; 2, W. R. Mathews; 4, M. M. Garrett; 8, 9, 17, Elizabeth Lewis; 12, Mary Nichols; 15, 16, 20, Michaela O'Harra; 18, Bernice Cosulich.

ARKANSAS

BATESVILLE GUARD—1, O. E. Jones; 2, 8, 9, Lillie May Martin; 4, 5, R. C. Wann.

EL DORADO NEWS-TIMES CO.—2, Robert T. Hays; 4, A. W. Estes; 8, 9, Frances Cordell.

FAYETTEVILLE NORTHWEST ARKANSAS TIMES—1, Roberta Fulbright; 2, Jim Bohart; 4, Ethel Smith; 8, 9, Irene Carlisle; 17, 18, Lessie Reed.

FORT SMITH SOUTHWEST-TIMES RECORD—1, C. F. Byrns, Ralph Lee; 3, C. F. Byrns, Raymond Hardwick, Reece Barnsley; 4, A. R. Dillard; 6, Dan P. Reaves; 8, Zela Tucker, Southwest American, Queen Neal, (T.R.); 20, Madeline Marker.

HARRISON TIMES—1, Fred C. Newman; 2, John R. Newman; 3, Will Rice; 8, 9, Clyde Greenhaw; 20, Agnes Newman.

HOT SPRINGS SENTINEL-RECORD & NEW ERA—1, 2, 12, R. S. Dean; 2, Roy Bosson; 5, Edna Vandusen; 8, 9, 15, Mrs. Edna Elliott; 10, J. Q. Holder.

JONESBORO TRIBUNE—2, Donald Murray, W. Clarence Adams; 3, Harry McDonald, Myra Murray Andrews, 4, Aline Murray; 8, 9, Myra Murray Andrews.

LITTLE ROCK ARKANSAS GAZETTE—1, Rowland Thomas, Chas. Davis; 2, J. N. Heiskell; 4, T. G. Cooper; 8, Mrs. Elizabeth Armistead; 9, Nell Cotnam.

SEARCY CITIZEN—2, 4, M. P. Jones, Jr.; 8, Mrs. Jamie B. Jones.

TEXARKANA NEWS—2, Henry Humphrey; 4, D. L. Morley; 8, Martha Beasley.

TEXARKANA GAZETTE—2, Henry Humphrey; 4, D. L. Morley; 8, Esther Miller.

CALIFORNIA

ALAMEDA TIMES-STAR — 1, Harry Young; 4, Dorothy Van Winkle; 8, 9, Lyda Brockhagen; 12, 15, Everett Johannes.

ALHAMBRA POST-ADVOCATE—4, W. F. Cook; 8, 9, Maxine Erbes; 16, Clayton Ward.

ANAHEIM BULLETIN—2, Jamea Heffern; 4, Richard Fischle; 8, Carrie Lou Sutherland; 12, Tom E. Danson.

BAKERSFIELD CALIFORNIAN—1, Alfred Harrell, David Anderson; 3, 7, 20, James Day; 4, Walter Kane; 8, 9, 15, 16, 17, Mae Saunders; 18, David Anderson.

BURLINGAME ADVANCE—2, 3, Dallas E. Wood; 3, Ray Spangler; 8, Lois E. Miller; 10, L. J. Jones.

CULVER CITY STAR-NEWS—2, Helen Black; 4, Kirk Boott; 8, 9, Louise Duggan; 10, Robert Curry.

EL CENTRO IMPERIAL VALLEY PRESS & MORNING POST—2, E. A. Fitzhugh; 4, E. Allen; 8, 9, Anne Hardy Davis.

FRESNO BEE—1, Wm. Lockwood; 4, Chas. Sells; 6, Arthur Buel; 8, Bess Middleton; 10, Sid Halls; 12, Art Welter; 20 Laura McCardle.

ESCONDIDO TIMES-ADVOCATE—2, 4, 5, Percy Evans; 3, Alan B. "Dan" McGrew; 8, 9, Elizabeth Woodnutt Gugino.

EUREKA HUMBOLDT STANDARD—2, N. S. Motte; 3, 6, L. W. Beal; 4, H. A. Baldwin; 8, 9, Margaret Douds; 10, 11, M. T. Rice; 15, 16, Don O'Kane; 17, 18, M. V. Douds; 20, M. T. Timmerman.

EUREKA HUMBOLDT TIMES—2, Carl Peterson; 3, Harold Westlund, Will N. Speegle; 4, H. A. Baldwin; 8, 9, Pat Patterson; 15, 16, Will N. Speegle.

GLENDALE NEWS-PRESS—2, Alden C. Waite; 3, Guy S. Allison, Dick Micks, Katherine Sinks, Carroll W. Parcher, Charlie Park; 4, G. O. Piercey; 6, John A. Waltz, George S. Goshorn; 8, 9, Katherine V. Sinks; 10, E. S. Kellogg; 17, Gertrude Vaughn; 20, Elsie Gates.

GRASS VALLEY MORNING UNION—1, 2, 3, 9, E. G. Kinyon; 1, 8, Robert Ingram; 4, M. Henry Argall.

HANFORD SENTINEL & JOURNAL—3, Walter Christie, Jr.; 4, M. M. Kokroski; 8, 9, Willetta Crawford.

LONG BEACH PRESS-TELEGRAM AND SUN—1,2,3, Harold Williams; 1, 2, Homer Johnston; 4, R. H. Beach; 5, H. F. Burmester; 6, Clyde Winslow; 8, Bess Settle, Aceline Aldrich; 9, Lionne Kay; 10, George Burt; 11, Everett Hosking; 15, Herbert Wormser; 17, Iris Lewis; 20, May L. Fee.

LOS ANGELES HERALD-EXPRESS—2, J. C. Stuart; 4, C. W. Heinen; 5, J. K. Baillie; 6, Karl Hubenthal, John Maloney, Grant Raddon, Wilson Springer, Ralph Springer; 7, E. J. Withers; 8, Betty Hupp; 9, 18, Caroline Walker; 10, 11, Herschel Blewett; 14, S. N. Van Wormer; 15, Harrison Carroll; 16, Jimmy Starr; 17, Carl Bronson; 19, Alma May Cook; 20, D. L. McDonald.

LOS ANGELES NEWS—2, Manchester Boddy; 3, Matt Weinstock, Martha Grayson, Lee Averill, Gordon Macker, Ted LeBerthon; 4, A. G. Pollock; 5, Lee P. Payne; 9, Gertrude Price; 15, 16, Virginia Wright; 20, Jane Worthington.

LOS ANGELES EXAMINER—2, Jose Rodrigues; 3, Morton Moss, Harry Crocker, Carter Ludlow; 5, Carl Kelty; 6, Edmund Gale; 7, Leonard Riblett; 8, 9, Lynn Spencer; 11, Scholer Banks; 12, Jack Holmes; 13, Delos Brandon; 15, 17, Florence Lawrence; 19, Elaine St. Maur; 20, Tom Kennington.

LOS ANGELES TIMES—2, Ralph W. Trueblood, E. M. Ainsworth, Edward Krauss; 3, Tom Treanor, Bill Henry, Chapin Hall, Lee Shippey; 5, W. K. Smith; 6, Bruce Russell; 7, Ed J. Strong; 8, Christy Fox; 9, Stella Brockway; 15, 16, Edwin Schallert; 16, Phillip Scheuer; 17, Isabel Morse Jones; 18, Paul Jordan Smith; 19 Arthur Millier; 20, John Mislove.

MERCED SUN-STAR—2, Dean Lesher; 3, Corwin Radcliffe; 4, E. M. Greenameyer; 8, Sibyl Groves; 9, Patricia Brown; 20, Wanda Anderson.

MODESTO BEE—4, W. B. O'Shea; 8, Winifred Bucher.

MONROVIA DAILY NEWS - POST—2, Chas. Davis; 4, James Ingham; 8, Dorothy Sanborn; 10, Walter W. Marto.

OAKLAND TRIBUNE—2, Carl Hoffman, A. B. Schuster; 3, A. B. Schuster, Art Cohn, Wood Soanes; 4, V. D. Stuart; 5, Jack Truebridge; 8, Maybelle Williams; 13, Roy Boody; 15, 16, Wood Soanes; 17, John Mason; 18, John Moreland; 19, H. L. Dungan; 20, A. A. Brown.

OAKLAND POST-ENQUIRER—2, 18, Robert Shaw; 4, F. R. Armstrong; 5, C. N. Alexander; 8, Doris Fleming; 10, F. G. Predmore; 11, 16, 17, Howard Waldorf.

ORANGE DAILY NEWS—2, W. O. Hart; 3, Ray Arguello; 8, Amy R. Palmiter.

OROVILLE MERCURY-REGISTER — 2, Dan L. Beebe, Naomi Cazier; 3, Naomi Cazier; 18, Dan L. Beebe.

OXNARD PRESS-COURIER—2, James P. Felton; 8, Kay Forbush.

PALO ALTO TIMES—2, Dallas E. Wood, E. V. Cogswell; 3, Dallas E. Wood; 4, 10, Jack W. Broback; 8, 9, Louise Wright; 17, Dorothy Nichols.

PETALUMA ARGUS-COURIER—4, John A. Olmsted, Jr.; 8, Mrs. Catherine Olberg; 12, John O. Olmsted.

REDONDO BREEZE—2, John J. Berry; 4, Andrew J. Davidson; 8, 9, Blanch Friend Austin.

RICHMOND INDEPENDENT—2, F. S. Newsom, A. M. Richards, Jr.; 4, Mrs. Mildred Cunningham; 7, John Galvin, Jr., 8, 9, Patricia McAndrews.

RIVERSIDE PRESS & ENTERPRISE—2, A. A. Piddington; 4, H. H. Hilliker; 8, 9, Margaret V. Steen; 20, Beverly Helgeson.

SACRAMENTO BEE—1, 2, Roy V. Bailey; 3, Gladstone Williams; 4, C. G. Cole; 6, Newton Pratt; 8, Eleanor Doyle; 10, Hamilton Hintz; 15, 16, 17, 18, 19, Ronald Scofield; 20, Alice Napton.

SACRAMENTO UNION—2, Joe Cullivan; 4, Mrs. Emma Wulff; 5, Bill Conlin; 7, Fred Krafts; 8, 9, Lucile Evans; 15, 16, 17, 18, 19, Merrill Osenbaugh.

SAN DIEGO UNION—2, Edward T. Austin; 3, Henry Love, Monroe McConnell, Forrest Warren, Harry Hache; 4, A. L. Vogt; 6, Fred Wilson, Stanley deTreville; 8, Eileen Jackson, 9, Irene Clark; 12, 15, 16, Don Short; 17 Constance Herreshoff; 18, Margaret Miller.

SAN DIEGO TRIBUNE-SUN—2, Charles M. Rockwell; 3, George Herrick, Earl Keller; 4, A. L. Vogt; 6, Fred Wilson, Stanley de Treville; 8, Elinor Savage; 9, Edith Cushing; 12, 15, 16, Don Short; 13, Frank Graham; 17, Francis Imgrund; 19, Hazel Boyer Braun.

SAN FRANCISCO NEWS—1, 2, Paul C. Edwards; 2, Frank A. Clarvoe; 3, Arthur Caylor; 4, Fred Stoore; 5, John S. Piper; 6, Douglas Rodger, Albert Vermeer; 8, Helen Civelli; 9, Charles F. Massey; 12, Louise Weick; 15, 16, Claude LaBelle; 17, Marjory M. Fisher; 18, Theodore Smith; 19, Emelia Hodel; 20, Marian McDaniel.

SAN JOSE MERCURY HERALD—2, Kenneth [illegible]n; 5, Richard Houghton; 8, 9, Marta Morgan; 17, Eleanor Short; 18, Sibyl Hayes; 20, Roger Clarke.

SAN JOSE EVENING NEWS—2, Jack Wright; 8, 9, Marta Morgan; 17, Eleanor Short; 18, Sibyl Hayes; 20, Roger Clarke.

SAN LUIS OBISPO TELEGRAM-TRIBUNE—2, 5, 7, 12, J. R. Paulson; 4, 10, Robert Burns; 8, 9, Cecelia Jensen.

SAN MATEO TIMES AND NEWS LEADER—1, J. P. McSorley, Jeffrey Currell; 2, J. P. McSorley; 4, Mrs. P. W. Brubaker; 8, 9, Mrs. B. Schnidler; 10, Wallace Kirkes.

SAN RAFAEL INDEPENDENT—8, Florence G. Donnelly.

SANTA MONICA OUTLOOK—2, S. G. McClure, R. E. McClure; 3, C. S. Warren, C. T. White, Dora Priester; 4, John Somerset; 8, 9, Dora Priester.

SANTA PAULA CHRONICLE—1, 7, J. Wiley; 2, 4, 15, 18, Morgan Coe; 5, Harold Anderson; 8, 9, Nell Bercall; 12, John Conway.

STOCKTON DAILY RECORD—2, Shelden Davis; 3, L. V. Peterson, Irving Martin, Jr., P. C. Beaton; 4, Fred A. Eckstrom; 5, 7, Larry Coats; 6, Ralph O. Yardley; 8, 3, Elaine Brandstad; 9, 17, Idamae Johnson; 10, J. G. McLean; 12, Ben Remington; 13, Paul Lewis; 18, P. C. Beaton; 20, Alma Gross.

TAFT DAILY MIDWAY DRILLER—1, 2, A. M. Keene; 3, E. R. Durbin, Dorothy Arndt; 4, J. D. Peterson; 5, Walter M. Keene; 8, 9, E. R. Durbin; 11, Dorothy Arndt.

TURLOCK JOURNAL—2, Lowell E. Jessen; 8, Lucile Renshaw.

WOODLAND DEMOCRAT—2, J. W. Sehorn, Louise Jones, Pauline Rowland; 3, Florence W. McGehee; 4, 18, Virginia Ray; 6, James Houck; 7, Wayde Harrison; 8, 9, Pauline Rowland; 10, Earl Oreer; 12, Penny Kareofelas; 13, J. Q. Heyder; 15, Louise Jones; 16, Lillian Davis; 17, Leona Lorenz.

COLORADO

BOULDER CAMERA—2, A. A. Paddock; 8, Grace Crosman; 16, R. C. Looney.

COLORADO SPRINGS GAZETTE—2, F. R. Wadell; 7, S. C. Stewart; 8, 9, Ellen G. O'Connor; 12, W. G. Hutchinson; 17, Mrs. Elizabeth Hylbom.

COLORADO SPRINGS TELEGRAPH—7, S. C. Stewart; 8, 9, Ellen G. O'Connor; 12, W. G. Hutchinson.

DENVER ROCKY MOUNTAIN NEWS—1, 2, 18, Lee Taylor Casey; 4, Victor Wieberg; 7, John Polly; 8, Pat Brown; 17, Anna Stein Roth.

DENVER POST—2, Bruce Gustin; 4, L. F. McMahon; 5, Thomas H. Walker; 6, Paul Gregg; Roto Editor, Joy Swift; 9, Catherine Dines Prosser; 12, Betty Craig; 15, 16, A. DeBernardi, Jr.; 17, 18, 19, Frances Wayne; 20, T. F. Hartzel.

DURANGO HERALD-DEMOCRAT—2, 4, Walter D. Wilson; 8, Harriet Wheeler.

FORT MORGAN TIMES—2, R. B. Spencer; 8, 9, Mrs. Virginia Mitchell.

GRAND JUNCTION SENTINEL—2, Estelle Walker Reese; 3, Al Look; 4, Harold E. Ragan; 8, Charlotte Fisher.

GREELEY TRIBUNE—1, F. E. Merrill, Paul E. Emory; 2, 15, 16, F. E. Merrill; 4, R. G. Andrews; 8, 9, Clemma Wilson.

LAMAR NEWS—2, Fred M. Betz; 3, 7, Ross Thompson; 4, Mrs. Arthur Tarman; 8, Virginia Kunston.

MONTROSE PRESS—2, Charles E. Adams; 3, W. F. Wilcox; 4, W. M. Salisbury; 8, 9, Susan Bell Nickell.

PUEBLO CHIEFTAIN AND STAR-JOURNAL—8, Grace Greene.

ROCKY FORD DAILY GAZETTE-TOPIC—2, 8, Eleanor Lacy; 4, Mayme S. Lacy.

STERLING ADVOCATE—2, A. M. Biggerstaff; 4, William P. Wilson; 8, Annie Williams.

WALSENBURG WORLD - INDEPENDENT—2, James Madison; 8, Theresa Dissler.

CONNECTICUT

ANSONIA SENTINEL—2, Joseph F. Sexton; 4, L. L. Desaulniers; 13, Alcott Peck.

BRIDGEPORT HERALD—2, Leigh Danenberg; 3, Harry Neigher, Doris Ludwig, Bob Wilson, Leo Miller, Rod Ludwig; 6, Harry Neigher, James Bresnan; 8, Doris Ludwig; 10, A. J. Miller; 12, 15, 16, Leo Miller; 18, Leigh Danenberg; 20, Reletta Petretti.

BRISTOL PRESS—2, G. Stephen Potwin; 3, Lou Bachman; 4, John Comerford; 6, Harold Meah; 8, Helen Coughlin; 9, 15, 16, 17, 19, May Hinckley; 10, Fred K. Swales; 11, 12, 13, 14, Clarkson S. Barnes; 18, Arthur S. Barnes; 20, E. Gordon Stocks.

DANBURY NEWS-TIMES—2, Marshall C. Rogers; 4, F. P. Rollins; 8, Robina C. Clark; 12, Robert J. Lauf.

GREENWICH TIME—2, 18, Niver W. Beaman; 3, Niver W. Beaman, C. A. Pirro, Mary Masterson; 6, Ted Yudain; 8, Mrs. Valerie Banks; 12, Rex Joy; 16, Zeke Box.

HARTFORD TIMES—2, C. C. Hemenway, John Colton, John Ramaker; 3, John Colton, Art McGinley; 4, Theodore Blodgett; 5, W. J. Hartigan; 6, Johnny Anderson; 8, Lenore Cornell; 9, Rachel McKnight; 10, W. J. Johnson; 11, Harlan Judd; 12, Harold C. Waldo; 13, Stanley Zabroski; 15, 16, Charles H. Niles; 17, C. E. Lindstrom; 18, 19, Marian Murray; 20, Beatrice Seifert.

MANCHESTER HERALD—2, 18, Alan H. Olmstead; 3, Alan H. Olmstead, Bargain Hound, Mrs. Judy Burr; 4, Leon A. Thorp; 7, 12, Archie Kilpatrick; 8, 9, Mrs. Mary Taylor; 15, 16, 17, Ronald H. Ferguson.

MERIDEN RECORD—1, 2, Julia Lansing Hull, F. Harold Grimes; 2, Thomas H. Warnock; 4, E. E. Eisenheimer; 8, 9, 17, Isyla Powers Lee; 10, 14, H. Wales Lee; 12, Thomas H. Warnock; 15, 16, 18, Blanche Hixson Smith.

MIDDLETOWN PRESS—8, Caroline M. Scory.

NEW HAVEN JOURNAL-COURIER—2, Dwight C. Eckerman; 4, Arthur Ericson; 5, 18, Arthur J. Sloane; 8, Margaret Wilson; 9, Rose Brancato.

NEW HAVEN REGISTER—2, Morris B. Mahannah; 3, Frank H. Smith; 4, Harold Starbranch; 5, Stanley Palaski; 6, Walt Munson; 8, 9, Ruth Quint; 11, Henry W. Jackson; 17, Marie Franz; 18, John Cournos; 19, Mrs. W. H. Warner; 20, Annie Fitzgerald.

NEW LONDON DAY—2, George E. Clapp, Gordon Bodenwein; 20, George H. Grout.

NORWALK HOUR—2, Sidney A. Bedient; 4, Charles E. Kellogg; 8, 9, Alma M. Lycett.

NORWALK SENTINEL—2, LeRoy D. Downs; 4, E. R. Snell; 8, 9, Alice Bates; 20, Mrs. Edith Given.

NORWICH BULLETIN-RECORD—2, H. M. Briggs; 4, C. C. Oat; 8, Ella A. Fanning (Bulletin), Deborah Parker (Sunday Record).

STAMFORD ADVOCATE—2, George R. Montgomery; 4, James R. Redmond; 8, Muriel Cahill.

WATERBURY DEMOCRAT—1, 9, 15, 17, Margaret Maloney; 3, 12, Cornelius Maloney; 8, Helen McCarthy.

WATERBURY REPUBLICAN & AMERICAN—1, William Bosburg (R), Walter Wood (A); 3, 12, E. Christy Erk; 4, Edwin L. Pierce; 5, Lyall H. Hill; 6, Louis Mortison; 8, Marie D. Hart; 9, Julia Goumey; 10, K. M. Carter; 13, 18, Edward L. Fay; 17, Mollie Cullen; 20, Clarissa Deming.

WINSTED EVENING CITIZEN — 2, Thomas A. Haggerty; 3, Theodore Vaill, Angela Wall; 4, Theodore Vaill.

DELAWARE

WILMINGTON JOURNAL-EVERY EVENING & MORNING NEWS—1, Martin L. Klaver, A. O. H. Grier, Chas. L. Reese, Ernest L. Priest; 2, C. B. Hallam; 3, 15, William E. Frank; 4, William Kirk; 8, Elizabeth Bullock (J), Hope Ellison (J), Wilhelmina Syfrit (N), Winifred Geisbert (N); 14, Murray Metten; 16, Helen Barrett; 20, Shirley A. Priest.

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS—3, Evelyn Peyton Gordon, John Cramer, Russell Stewart; 4, E. M. Johannes; 6, Jack DeMoreland; 7, 20, Samuel Gordon; 8, Evelyn Peyton Gordon; 9, Alice James; 12, Frances S. Kimball; 15, 16, Russell Stewart.

WASHINGTON POST—1, Herbert B. Elliston; 2, H. B. Elliston, Joseph M. Lalley, Anna Youngman, Merlo Pusey, Barnet Nover, Joseph Barber, Jr., 3, Barnet Nover, Mary Haworth, Malvina Lindsay; 4, G. S. Phillips; 5, S. Oliver Goodman; 6, LeBaron Coakley; 7, Walter Wood; 8, Hope Ridings Miller; 9, Elisabeth Taylor; 10, 11, Allan Whitehead; 12, Ernest Schier; 13, Wm. Stuart; 14, Rae Lewis; 15, 16, Nelson B. Bell; 17, Ray C. B. Brown; 18, Joseph Lalley; 19, Ada Rainey; 20, Elsie Carper.

WASHINGTON STAR—1, Gideon A. Lyon, B. M. McKelway; 2, John H. Cline, chief; James Waldo Fawcett, Lothrop Stoddard; 3, G. Gould Lincoln, Constantine Brown; 5, Edward C. Stone; 6, Clifford K. Berryman, James T. Berryman; 7, John T. Lipscomb; 8, Margaret Hart; 9, Mrs. Betsy Caswell; 12, John W. Stepp; 13, James Waldo Fawcett; 15, 16, Andrew R. Kelley; 17, Alice Eversman; 18, Mary-Carter Roberts; 19, Leila Mechlin; 20, Melvin Pettit.

WASHINGTON TIMES-HERALD—2, Frank Waldrop 3, Vincent A. Flaherty, Helen Essary, Frances T. Northcross, Peter Carter, Igor Cassini, Geo. Reilly; 4, C. M. Hunt; 5, R. E. Hotze; 7, Harry J. Coleman; 8, Betty Hynes; 9, Flora Gill; 12, A. Dwight Martin; 13, A. E. Geldhof; 14, Myron Glaser; 15, 16, Katherine Smith; 17, Dr. Glen Dillard Gunn; 19, Elizabeth Poe; 20, James Zimmerman.

FLORIDA

BRADENTON HERALD—2, Robert W. Bentley; 4, I. Boynton; 8, Polly Henry.

DELAND NEWS—8, Leah F. Brooks.

FORT PIERCE NEWS-TRIBUNE—8, 9, Meryl Scott.

JACKSONVILLE JOURNAL—3, Leigh Culley; 4, C. E. Kunsman; 5, C. E. Baker; 8, 9, Mrs. Walter H. Mashall; 10, Millard P. White; 13, 20, Preston Romedy; 15, 16, Doyle Clay; 17, 18, James F. Massey.

KEY WEST CITIZEN—1, Leonard Grillion; 2, Sam Harris; 4, L. P. Artman.

LAKELAND LEDGER—2, Harris G. Sims; 4, C. Alderman; 8, Marjorie H. Smith.

MIAMI BEACH TROPICS—2, 17, H. Bond Bliss; 8, Maud K. Massengale.

MIAMI HERALD—2, J. D. Pennekamp, Arthur Griffith; 3, Jack Bell, Dorothy Sweet; 4, C. W. Van Landingham; 5, Robert French; 6, W. J. Enright; 8, Eleanor Hazlett Ratelle; 9, Arletta Weimer; 11, John T. Bills; 12, Betty Billig; 15, 16, Robert T. Fredericks; 17, 19, Mrs. Doris Reno; 18, Marjorie Stoneman Douglas; 20, Kathryn Kelly.

MIAMI DAILY NEWS—2, F. P. Locke; 3, S. W. Matthews, Leslie Balogh Bain; 4, Richard Hosford; 6, Anne Mergen; 7, O. F. McIntyre, Ralph Willits; 8, 17, 19, Mathe Lummus; 9, Edith Ballard; 12, Frank Mallants; 14, William Waters; 15, 16, Leslie Simmonds; 18, Lillian J. McCullers; 20, Dorothy Raymer.

OCALA BANNER—2, Harris Powers; 8, Mrs. Neil Meffert.

OCALA STAR—2, L. Chazal, R. N. Dosh; 4, M. A. Bittinger; 8, Mrs. Woodcock; 15, L. Chazal.

ORLANDO REPORTER STAR—2, J. C. Brossier; 4, N. Consonni; 8, Grace Barr;

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

19, G. W. Newhart; 12, L. J. Hagood; 16, Margaret Brossier; 18, Martin Andersen.

ORLANDO MORNING SENTINEL—2, W. B. Roberts, 4, N. Consonni; 8, Ruth Smith; 10, G. W. Newhart; 12, L. J. Hagood; 16, Margaret Brossier; 18, Martin Andersen.

PALATKA DAILY NEWS—2, 3, 18, A. Dev. Baker; 4, 8, Mrs. J. E. Baker.

PALM BEACH DAILY NEWS—2, Ruby Edna Pierce; 4, Paul F. Schroers; 17, 18, 19, Anne Seeley.

PENSACOLA JOURNAL AND NEWS—4, W. H. White, 8, Petrea Roesler (Journal), Hortensia Sublette (News).

SARASOTA HERALD-TRIBUNE—2 George D. Lindsay; 4, W. P. Dozier; 8, 9, Merriam Smith; 10, A. M. Fisher; 11, Richard E. Lindsay; 12, William H. Coe; 15, 16, 18, E. L. Cartlidge.

ST. AUGUSTINE RECORD—2, 18, Nina Hawkins; 3, E. W. Lawson, Harvey Lopez; 4, A. H. Tebault; 6, Tommy Keegan; 8, 9, 15, 17, Adelaide Sanchez; 10, 11, Evelyn Johnson; 12, Annie Lou Pearre; 16, W. W. Wilson.

ST. PETERSBURG INDEPENDENT—1, 2, Lee Morris; 3, A. R. Dunlap, Jeff Moshier, Paul Davis; 4, C. A. Veasey; 8, 9, Cecelia Fickling; 12, W. G. Dunlap, Jr.; 15, 16, A. R. Dunlap; 20, Mabel O'Toole.

ST. PETERSBURG TIMES—2, Tom C. Harris; 3, Virginia Percival, Coburn Gumm; 4, Karl Papier; 5, George Puntenney; 6, Mary Donna Gearhart; 8, 9, Diana P. Rowell; 12, Virginia Percival; 15, 16, Lillian Blackstone; 17, Alice Moore; 18, Mrs. J. W. Bonner; 20, Sally Anderson.

TAMPA TRIBUNE—1, Carleton W. Johnson; 2, E. D. Lambright, Chief, Carleton W. Johnson; 3, Byron Hollingsworth; 4, Harold L. Mims; 5, Francis N. Gill; 6, George R. White; 7, 17, 19, Harry E. Schaden; 8, Mrs. W. B. Curtis; 9, 16, Barbara Harrison; 12, Margaret Neef; 18, E. D. Lambright; 20, Ed. H. Sessions.

WEST PALM BEACH POST AND PALM BEACH TIMES—2, 7, Don Morris; 3, Emilie C. Keyes, Beryl B. Lewis, Bob Balfe; 4, Lillian H. Sinclair; 8, 9, Mrs. Ernestine J. Pernell 10, Walton L. Bryan; 12, Hustin V. McMillan; 15, 17, 18, 19, Emilie C. Keyes; 16, Beryl B. Lewis.

WINTER HAVEN CHIEF—1, 9, Lugene Hightower; 2, M. M. Lee; 8 and Feature, Justine Simpson.

GEORGIA

ALBANY HERALD—1, W. M. Pryse; 3, J. R. Robinson; 4, Barbara Jones; 8, Mrs. George Nall; 12, Mrs. Mildred Cann; 15, 16, J. R. Robinson; 18, C. D. Tounsly.

AMERICUS TIMES-RECORDER—2, 4, James R. Blair; 8, Ann Walker.

ATHENS BANNER-HERALD—1, Dan Magill, Bryan Lumpkin; 2, E. B. Braswell, R. J. Rowe; 4, E. B. Braswell; 8, Alice Adams; 10, J. I. Groover; 18, Mary Anne Braswell.

ATLANTA JOURNAL—1, William Cole Jones; 2, Edwin Camp; 3, Morgan Blake, Ralph Smith, Raimundo de Ovies, Olin Miller, Kirk Sutlive, Walter Locke, Ed Danforth, O. B. Keeler, Frank C. Gilreath, Jr.; 7, Linton Hopkins, Jr.; 8, 9, Mrs. Louise Mackay Carlton; 12, 15, 16, Ernest Rogers; 17, Frank Daniel, Helen Knox Spain.

AUGUSTA CHRONICLE—2, R. L. M. Parks; 4, H. H. Morris; 8, Margaret Twiggs.

AUGUSTA HERALD—2, Millwee Owens; 3, Miss L. K. Smith; 4, G. R. Boswell; 8, Mary Moore; 11, 12, 13, 14, 15, 16, 17, 18, 19, Sam Moss.

COLUMBUS LEDGER-ENQUIRER—1, Evening, C. F. Hesser; Morning, B. Collier; 2, W. C. Tucker, N. M. Shipp; 3, W. J. Baldwin, Nelson M. Shipp; 4, W. E. Page; 5, 7, C. F. Hesser; 8, 9, 15, 16, 17, 18, 19, Latimer Watson; 20, Harris Page.

CORDELE DISPATCH—8, 9, Julia Neal.

MACON TELEGRAPH—1, C. J. Bayne; 4, Ernest Hardin; 8, Blythe McKay (morning), Jean MacDonell Tilt (evening); 20, Mrs. W. N. Northrup.

ROME NEWS-TRIBUNE—2, J. R. Hornady; 3, Ben Cooper; 4, Florane Addicks; 8, Isabel Gammon.

SAVANNAH NEWS AND PRESS—1, E. C. Compton (News), Mrs. Anna C. Hunter (Press); 2, J. P. Miller, exec. editor; John L. Sutlive, ed. Press; 4, J. H. Meader; 8, Catharine H. Charlton; 18, Jane Judge; 20, R. M. Charlton.

WAYCROSS JOURNAL-HERALD—1, 3, H. A. Stallings; 3, 18, Liston Elkins; 8, Louise Breen; 16, Jack Williams, Jr.

TERRITORY OF HAWAII

HONOLULU ADVERTISER—3, La Selle Gilman, Ella Chun, Red McQueen, Harry Stroup; 4, Samuel Hull; 5, Jared G. Smith; 6, Jerry Chong; 8, Dorothy Benyas; 13, K. S. Vandergrift; 20, Frances Lycan.

HONOLULU STAR-BULLETIN—2, Riley H. Allen, William Ewing; 3, Howard Case, Betty Macdonald, Don Watson; 4, Leslie McCallum; 8, Mrs. Katherine Tremaine; 12, Paul Findeisen, Sr.; 15, 16, Betty Macdonald, Mrs. Katherine Tremaine; 17, George D. Oakley; 18, Marion Narvis; 20, Mrs. Helen Senick.

IDAHO

LEWISTON TRIBUNE—2, A. L. Alford; 3, Floyd L. Smith, Mrs. R. E. Hanrahan; 4, J. R. Somerville; 5, T. J. Campbell; 8, 15, 17, Mrs. R. E. Hanrahan; 9, Alice Matlock; 11, Porter Ward; 12, Claude E. Baskett; 18, R. F. Smith; 20, Knox Craig.

TWIN FALLS TIMES-NEWS—2, R. S. Toffiemire; 3, J. J. Mullen, Hal Wood; 4, Lisa Molony; 8, Grace Bruley.

ILLINOIS

AURORA BEACON-NEWS—1, 2, Fred C. Flanders; 3, Frank L. Lee, George E. Martin, Charles Pierce Burton, George A. Eisenhuth; 4, Robert R. MacDonald; 5, Howard L. Clarke; 7, 12, John A. Corkery; 8, 9, Ednah Baker; 10, 11, 15, 16, Robert W. Richards; 17, Robert Barclay; 18, B. J. Clarke; 20, Lois Miller.

BEARDSTOWN ILLINOIAN-STAR—2, 3, Virgil Reither; 3, 9, Helen M. Schaeffer; 12, Joyce Webster.

BELLEVILLE NEWS-DEMOCRAT—1, Robert L. Kern; 2, Robert L. Kern, H. E. Dugsten; 4, 7, 14, 15, 16, Mrs. Robert L. Kern; 5, Joseph W. Adam; 8, Mrs. Fred J. Kern; 9, Mrs. Frieda Etling; 10, Robert Huskey; 12, 13, Dorothy De Grunn; 17, 19, Mrs. Rita Wuller; 18, 20, Bernice Daesch.

BLOOMINGTON PANTAGRAPH—1, 2, H. C. Tate; 2, Arthur Moore, J. L. Hasbrouck; 3, J. L. Hasbrouck, Stanley Bishop; 8, Wanda Lee Phares; Club Editor, Mrs. E. B. Brindley; 12, 16, 17, 18, Harold Adams; 20, Madeline Kinsella.

CANTON LEDGER—2, 5, 7, 10, 12, 13, 14, 15, Robert F. Packwood; 4, 11, 18, H. R. Winsor; 8, 9, Delila Reeves.

CENTRALIA SENTINEL—4, L. T. Newlon; 8, 9, Opal Melton; 20, Connie Kesterson.

CHICAGO CALUMET—1, J. J. Brassell; 2, John V. Hanberg; 4, Robt. Williamson; 8, Virginia Kompare.

CHICAGO HERALD-AMERICAN—2, Raymond Knotts; 3, Nate Gross, Ann Marsters; 4, M. L. Lathy; 5, R. P. Vanderpoel; 6, Paul Plaschke; 7, Vern Whaley; 8, 9, Patricia Dougherty; 10, H. D. Wilson; 12, Ulmer Turner; 14, David Caesar; 15, Ashton Stevens; 16, Lucia Perrigo; 17, Herman Devries; 19, Ernest Heitkamp; 20, Paul Cupan.

CHICAGO JOURNAL OF COMMERCE—2, 3, W. J. Brons; 5, Sidney Forbes; 14, Nancy Ford; 15, 17, Wm. Leonard; 20, Birdina Groner.

CHICAGO NEWS—2, Harper Leech, Harry M. Beardsley, Donald B. Russell; 3, Howard Vincent O'Brien, Edwin A. Lahey, Robert M. Yoder, John P. Carmichael; 4, Allen W. Selby; 5, Herman G. Seely; 6, Vaughn Shoemaker, Cecil Jensen; 7, A. J. Hendry; 8, June Parsons; 9, Leola Allard; 10, 11, John Jenkins; 12, Robert Himley; 14, Lucia Lewis; 15, Lloyd Lewis; 16, 17, 19, C. J. Bulliet; 18, Sterling North; 20, Thomas V. Sayers.

CHICAGO SUN—1, J. W. Mulroy; 2, Frank Smothers, Robert Lasch; 3, June Provines, M. W. Fodor, K. M. Landis, Jr., W. A. S. Douglas, Phil Hanna, James S. Kearns, Harold Etlinger, Nathan Davis, Warren Brown; 4, John Johnston; 5, Otto Smucker, Phil Hanna; 6, Charles Werner, Jack Lambert; 7, Edward Derr; 8, Sarah Brown Boyden; 9, Gudrun Alcock; 12, Waunillau La Hay; 13, David Lidman; 17, Felix Borowski; 18, A. C. Spectorsky; 19, Dorothy Odenheimer; 20, Peter Vogel.

CHICAGO TIMES—2, 18, Lawrence Martin; 3, Herb Graffis, Irving Pflaum, Rowland Wood; 4, A. L. Podrasnik 6, George Lichty, Jacob Burck, Paul Battenfield; 7, Maurice Denny; 11, Maurice Roddy; 12, Don Foster; 15, Robert Pollak; 16, Doris Arden; 17, Remi Gassmann; 19, Fritzi Weisenborn; 20, Ralph Reed.

CHICAGO TRIBUNE—1, 2, Colonel Robert R. McCormick; 3, Charles Collins, Marcia Winn, Kate Massee, Rea Seeger, Gladys Bevans, Ruth MacKay, Sally Joy Brown, Freida Zylstra, Dr. Cutter; 4, C. Hogarth; 5, T. Furlong; 6, J. T. McCutcheon, Carey Orr, Joseph Parrish, Carl Somdal; 7, Wm. Abbey; 8, Judith Cass; 10, Hal Foust; 11, Frank Sturdy; 12, Larry Wolters; 13, Richard McP. Cabeen; 14, Dorothy Schmidt; 15, Cecil Smith; 16, Mae Tinee; 17, Claudia Cassidy; 18, Fanny Butcher; 19, Eleanor Jewett; 20, Mildred Burke.

DANVILLE COMMERCIAL-NEWS—2, 13, Jack Williams; 3, Robt. Poisall; 4, Claude Liccett; 7, H. C. Gibson; 8, 9, Sue White.

DECATUR HERALD AND REVIEW—2, Chiefs—(m) S. A. Tucker, (e) Otto R. Kyle, David Felts; 3, S. A. Tucker, Otto R. Kyle, David Felts, L. C. Trow, Layah Riggs; 4, E. J. Andrews; 6, Robert Walters; 8, 17, Lavah Riggs; 20, Agnes Henebry.

ELGIN COURIER NEWS—1, John E. Thompson; 3, Edwin S. Clifford; 4, Julius N. Johnson; 8, Harriett Stanhope; 20, Woodrow Boyer.

FREEPORT JOURNAL-STANDARD—2, D. L. Breed; 4, W. H. Kunz; 8, Henrietta Hill; 12, Grace Barnett.

GALESBURG REGISTER-MAIL—2, Richard F. Jelliff; 3, Casey Jones; 4, Hazel Marcum; 8, Hazelle Hurley.

HARRISBURG REGISTER—8, Alta M. Givens.

JOLIET HERALD-NEWS—1, O. L. Anderson, Harold Carey, Glenn Logan; 4, Bertrand J. Hollsten; 7, Richard Jones; 8, Ruth Pearson; 12, Harold Carey.

KEWANEE STAR-COURIER—8, Evelyn Conkling Lynan.

LASALLE POST TRIBUNE—1, 2, Preston F. Grandon, Thomas M. Reay; 3, Laverne Waltman, W. T. Bedford; 4, Frank P. Moncelle; 8, Ethel Knauf; 20, Robert Unzicker.

LINCOLN COURIER—2, Allyne V. Nugent, B. C. Sinder; 4, Frances Montgomery; 7, L. B. Shroyer; 8, Roberta Harrison.

MARION REPUBLICAN—1, W. O. Paisley, Oldham Paisley; 2, 5, 11, W. O. Paisley; 3, 12, H. M. Butler; 4, 17, Mrs. Georgia O. Paisley; 7, 9, 19, G. O. Paisley; 13, Bill Paisley; 14, 15, 16, 18, Oldham Paisley.

MATTOON JOURNAL-GAZETTE—1, 2, W. B. Hamel, Jas. W. Wells, Jr.; 4, Ed. Cummings; 7, W. B. Hamel; 8, Gertrude Beall; 12, John R. Miller.

MOLINE DISPATCH—1, 2, W. B. Mueller; 2, 3, 13, Kenneth Smith; 4, Charles Ekstrom; 5, 20, R. W. Warwick; 8, 9, 17, Mabel Eley Weise; 10, Fred A. Klann; 11, 16, Jim Dix; 12, Gleanna Roberts; 18, Dorothy Forrest.

MONMOUTH REVIEW ATLAS—2, Leo A. Ryan; 3, John Lugg; 5, 13, 14, V. L. Moffet; 8, 9, Katherine Graham; 10, L. J. Sharp; 11, Ralph Eckley; 12, H. R. Moffet; 15, 17, 18, 19, Thos. B. Hamilton.

MT. VERNON REGISTER-NEWS—8, 9, Helen Hall.

MURPHYSBORO INDEPENDENT—3, J. E. Rockwell; 8, June Allan Howell.

OTTAWA REPUBLICAN-TIMES—2, Chas. B. Sapp; 3, J. Ray Beffel, John O. White; 4, T. B. Leamy; 8, Edythe M. White; 13, L. V. Gonigam.

PAXTON RECORD—1, Edla Stevens; 2, 5, 7, 8, Harold H. Stevens; 4, Herbert N. Stevens.

PEKIN TIMES—8, 12, Lorraine Bailey.

PEORIA JOURNAL-TRANSCRIPT, INC—2, George W. Barrette; 3, Chas. B. Smith; 4, A. L. Jilly; 6, Les Immel; 7, John S. Bowman; 8, Erma S. Robinson; 12, R. M. Shepherdson; 17, Mrs. T. P. Smith; 20, Mrs. Helen Morgan.

PEORIA STAR—1, Claude H. Gamble; 2, Frederic R. Oakley; 3, Claude H. Gamble, Phil Gibson; 4, Clarence J. Zehr; 5, P. East; 7, Cullen Hunt; 8, 9, Mary Hamilton; 10, 11, 13, Willard Johnson; 12, C. H. Gamble; 14, John H. Hamilton; 15, 16, 17, Evabeth Miller; 19, Myrtis Evans; 20, Everett Kerwin.

ROCKFORD MORNING STAR AND REGISTER-REPUBLIC—3, Register-Republic, Barney Thompson; Frank Edmison; Star, Mollie Grimes; 4, Lawrence Alex; 8, R-R., Mrs. Marie Gschwindt; Star, Mrs. Izzie Haight Nelson; 12, Bill Traum; 13, Henry Huff.

ROCK ISLAND ARGUS—2, J. W. Ramsey; 3, George W. Wickstrom; 4, Robert N. Norwich; 8, 17, Mrs. Elizabeth Bell; 12, Don N. Wright; 15, 16, Mrs. Harriett Stafford Jeanes; 20, Dorothy Smith.

WAUKEGAN NEWS-SUN—2, E. J. Macklin; 3, 7, Geo. C. Crawford; 4, Dave Rubinson; 8, Elizabeth Rasmussen; 10, 12, Ford Wilson; 15, 16, Athlyn Deshais; 17, Willard Hyatt.

WEST FRANKFORT AMERICAN—1, 7, Roger G. Kelly; 2, W. Henson Purcell; 8, Nell S. Midkiff.

WHEATON JOURNAL—8, Dorothy Selander.

INDIANA

ANDERSON BULLETIN—1, 7, Gene Bock; 2, Herbert M. Kennedy; 3, Byron Louiso; 5, Margaret Horton; 8, 9, 17, Mrs. Sarah Wright; 12, Juliet Crittenberger.

ANDERSON HERALD—1, E. A. Ronsheim, R. L. Lamm; 2, W. M. Toner; 3, W. M. Toner, Corky Lamm; 4, Raymond A. Reed; 5, 7, 12, 16, 20, T. C. Jewett; 6, R. L. Lamm; 8, 9, 17, 18, Mrs. Neil Laidler; 10, 11, 19, E. A. Ronsheim; 13, Syd Grieb.

BEDFORD TIMES-MAIL—1, 12, 20, R. B. Dye; 2, Raymond Snapp; 4, Thelma Anderson; 8, 9, 15, 16, Mrs. Camille Meno.

CONNERSVILLE NEWS-EXAMINER—2, E. J. Higgs, H. E. Neal; 3, Candau Murray, Mrs. W. M. Baumheckel; 4, 10, George S. Tatman; 7, Laurence Marris; 8, 9, Mrs. L. L. Lydy; 15, 17, 18, 20, Candau Murray; 16, J. L. Foster.

ELKHART TRUTH—2, 18, M. M. Frink, chief; 4, J. G. Wallick; 8, Betty Lines; 12, 16, C. D. Albrecht.

FORT WAYNE NEWS-SENTINEL—2, W. J. Gross, Emery L. Applegate; 3, Clifford B. Ward; 4, Martha L. Branning; 6, Harry E. Larimer; 7, Eugene Craig; 8, Mrs. Helen Achenbach; 9, Virginia Coverdale; 11, Chas. A. Keefer; 17, Walter Hanson; 20, Sophronia A. Thorne.

GREENFIELD DAILY REPORTER—1, 3, 13, Charles W. Walker; 2, 5, 18, Dale B. Spencer; 4, Dorothea B. Spencer; 8, 9, Mary T. Crider; 10, 11, 12, 15, 16, 17, Richard B. Spencer.

GARY POST-TRIBUNE—2, H. B. Snyder, Don F. Datisman, H. A. Van Dusen, E. C. Rosenau; 3, N. S. Werry, Roy G. Parry, Ed. Brennan, Irvin J. Mathews; 8, 9, Verna H. Lumbard; 17, A. B. Dickson; 18, Don F. Datisman; 20, Dolores Small.

GOSHEN NEWS-DEMOCRAT—1, 3, W. A. Moxley; 2, R. C. Lehman; 4, O. M. Kinnison; 8, 9, Mrs. Isobelle Chapman; 12, Herb Swartz; 15, 16, Belle Weinstein.

HUNTINGTON HERALD-PRESS—2, Howard Houghton; 4, Chas. M. Thomas; 8, Marjorie Barnhart.

INDIANAPOLIS STAR—2, F. E. Raschig, J. P. Edmison; 3, Maurice Early; 4, E. C. Woempner; 5, J. H. Henley; 7, Carl F. Ogle; 8, 9, Kathryn E. Pickett; 12, Cleo Kern; 14, W. L. McClure 15, 16, 17, 18, Corbin Patrick; 19, Lucille Morehouse; 20, E. Mae Putnam.

INDIANAPOLIS TIMES—2, Walter Leckrone, Norman E. Isaacs; 3, Eddie Ash, Norman E. Isaacs, Lowell Nussbaum, Roger Budrow, Richard Lewis, Earl Richert; 4, Harry Beplay; 5, Roger Budrow; 7, Victor W. Free; 8, 9, Rosemary Redding; 12, Virginia Hatfield; 15, 16, 17, Richard Lewis; 18, Stephen Ellis; 20, Jacqueline Mobley.

KOKOMO TRIBUNE—8, Frieda Haseltine; 9, Kathleen M. Cooper; 18, Dow Richardson.

LAFAYETTE JOURNAL & COURIER—2, Henry W. Marshall, chief; 8, 9, 16, Mary M. Bowen; 12, Richard Greenwood.

LAPORTE HERALD-ARGUS—2, 15, 16, 17, Forbes Julian; 3, Esther H. Waters, Cy R. Parker; 4, H. S. Badger; 7, Tom Ciecka; 8, Louise LeBlanc; 11, 12, Allen Swartzell; 13, Cy R. Parker; 18, Esther H. Waters.

MARION CHRONICLE—4, George F. Sisson; 8, Lucille Phillips.

MARION LEADER-TRIBUNE—4, George F. Sisson; 8, Jacquelyn Harrold; 12, Eloise Toll.

MICHIGAN CITY NEWS-DISPATCH—3, P. E. Calvert; 4, Marion Morgan; 6, Ebby Hawelander; 8, Barbara Zeigler; 9, Ruth Hall.

MUNCIE STAR—4, W. Milo Carter; 8, Betty Nowick; 9, June Mull.

MUNCIE EVENING PRESS—4, Joseph S. Huffer; 8, Ruth Mauzy McFadden.

NEW ALBANY TRIBUNE—1, 9, 12, 15, 17, 18, 19, Nell L. Brown; 2, James E. Montgomery, Nell L. Brown; 3, Harvey Peake, Wally Criswell, Nell L. Brown, James E. Montgomery; 4, Isobel May; 5, James E. Montgomery; 8, Helen K. Gordon; 10, Al J. Schansberg.

NEW CASTLE COURIER-TIMES—1, Allen C. Hiner; 3, Margery Shelley, Isadore Kirk; 8, 9, Helen Taylor; 19, Helen Magner.

PLYMOUTH PILOT AND NEWS—1, Howard F. Grossman, Bertram L. Enos; 2, Samuel E. Boys; 3, Bertram L. Enos.

RICHMOND PALLADIUM-ITEM—2, R. G. Leeds, L. M. Feeger; 8, 9, 19, Carolyn Maund; 12, Madonna Emslie; 17, Martha Elliott; 20, Leone Twigg.

SPENCER WORLD—8, Betty Roger.

VINCENNES SUN-COMMERCIAL—4, Ethel B. Rich; 8, Mrs. Jesse H. Sullivan; 11, C. S. Williston; 12, Vic Lund; 20, Mary Jo Hunckler.

WASHINGTON HERALD—2, Paul R. Bausman; 8, Miss Jerry Leonard.

WINCHESTER JOURNAL HERALD AND DAILY NEWS—1, Richard Simons; 2, Robert M. Kist; 4, E. Wright Buckmaster; 8, Mrs. Eilene Thorne.

IOWA

AMES TRIBUNE—2, W. S. Rupe, R. J. Sprinkle; 3, Tom Toborg; 8, 9, Laura Wilkin; 18, A. R. McLaughlin.

ATLANTIC NEWS-TELEGRAPH—2, 3, 5, F. D. Simpson; 3, E. P. Chase; 4, Lydia R. Otto; 7, 8, Walter E. Tracy.

BOONE NEWS-REPUBLICAN—1, 3, 9, 18, Mary Goldthwaite Garvey; 2, S. G. Goldthwaite; 8, Irma I. Masterson.

CEDAR RAPIDS GAZETTE—2, Harry Boyd; 4, Lester Wright; 5, Naomi Doebel; 6, Wm. Rasley; 7, John Reynolds; 8, Frances Eby; 12, Nadine Subotnik; 15, 16, Gene Farmer; 20, Dorothy Dougherty.

CEDAR FALLS RECORD—4, Mrs. Margaret Fenner; 8, Mrs. Clifford Turnbull.

CHEROKEE TIMES—2, 18, Justin Barry; 3, W. Max Gordon; 7, Wilbert Reitz; 8, Mrs. A. A. Noltze.

CLINTON HERALD—2, W. C. Eastland; 4, Frank Harvey.

CRESTON NEWS ADVERTISER—3, Frank C. Travers; 8, 18, Mrs. H. S. Hoyt.

DAVENPORT DEMOCRAT AND LEADER—2, 5, Hugh Harrison; 3, R. L. Feeney, John O'Donnell; 4, Mabel Wickham; 7, Darrell Doyle; 8, 9, Grace Kinnavey; 12, 17, Ina Wickham; 13, Lou Savadge; 15, 16, John O'Donnell; 18, Mildred Allen; 20, Jack Ogden.

DAVENPORT TIMES—1, M. A. Fulton; 3, Fred Bills; 4, R. E. Heinz; 8, 9, 17, Agnes Abrahamson; 15, 16, Rex J. Ballard; 18, 19, Addie May Swan; 20, Lois Bates.

DES MOINES REGISTER AND TRIBUNE—2, W. W. Waymack, Chief Editor of Editorial Pages, Forrest W. Seymour, Ass't Editor of Editorial Pages; 3, Harlan Miller, Ted Ashby, Elizabeth Clarkson Zwart; 4, S. R. Graham; 5, Leonard McGuire; 6, J. N. Darling, Harold I. Carlisle; 9, 14, Sally Paul; 12, Mary Little; 15, 16, Carl Gartner; 17, Clifford Bloom; 18, Elizabeth Clarkson Zwart; 20, Jack Suttek.

FORT MADISON DEMOCRAT—2, H. G. Funkhouser; 4, 18, W. T. Mershon; 8, Bonnie Staples; 13, W. J. McGiffin.

IOWA CITY PRESS-CITIZEN—8, 9, Terry Seiler.

KEOKUK DAILY GATE CITY—3, 5, 10, 11, 13, 17, 18, 20, Dale E. Carrell; 4, C. C. Carrell; 7, John Helenthal; 8, 9, 15, 16, 19, Genevieve Carrell.

MARSHALLTOWN TIMES-REPUBLICAN—1 2, W. H. Wiseman; 4, Scott Wilson; 8, Marion Cobb.

MUSCATINE JOURNAL AND NEWS TRIBUNE—8, Twyla Schreurs.

NEVADA JOURNAL—2, C. E. Armstrong; 8, Nelle McNichols.

NEWTON NEWS—2, James R. Rhodes, E. J. Van Nostrand; 4, L. O. Brewer; 8, Mrs. Azalee Griffith.

OELWEIN REGISTER—2, L. A. Warren; 8, Leona Ward.

OTTUMWA COURIER—2, 18, C. S. Johnston; 4, Ira Downing; 7, A. E. Efner; 8, 9, Mary Holman; 12, Jeannette Stein.

SHENANDOAH SENTINEL—1, 17, Miss Nelle Howard; 2, 3, Capt. W. D. Archie; 3, Eloise Lyden; 4, 5, 7, 12, 14, 15, 16, 18, R. K. Tindall; 8, 9, 20, Mrs. J. Edgar Fletcher; 13, Bob Tyson.

SIOUX CITY JOURNAL, JOURNAL-TRIBUNE, SUNDAY JOURNAL—1, A. F. Allen; 2, Jack Woodson; 3, John W. Carey; 4, Phelix Munschrat; 6, Roy Justus; 8, 9, Edith Webster; 20, Justine Kent.

SPENCER REPORTER—4, 13, 18, E. J. Lawrence; 8, 9, Rose Olson; 10, 11, 16, John Ainley.

VINTON CEDAR VALLEY DAILY TIMES—4, F. B. Kruse; 8, Mrs. Betty Meyer.

KEY TO POSITIONS NUMBERED IN THIS DIRECTORY

Numbers preceding names represent: 1, CHIEF AND OTHER EDITORIAL WRITERS; 2, ASSOCIATE EDITORS; 3, COLUMNISTS, 4, CREDIT MANAGER; 5, FINANCIAL EDITOR; 6, CARTOONISTS; 7, GRAVURE EDITOR; 8, SOCIETY EDITOR; 9, WOMAN'S EDITOR; 10, AUTOMOTIVE EDITOR; 11, AVIATION EDITOR; 12, RADIO EDITOR; 13, STAMP EDITOR; 14, TRAVEL EDITOR; 15, THEATRICAL CRITIC; 16, MOTION PICTURE CRITIC; 17, MUSIC CRITIC; 18, BOOK CRITIC; 19, ART CRITIC; 20, LIBRARIAN.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

WATERLOO COURIER—2, Dave Dentan; 4, E. G. Carey; 5, E. R. Moore; 8, 9, Jane Niles; 12, Marilyn Miller; 20, Cleone McElvenny.

WEBSTER CITY FREEMAN-JOURNAL—2, W. F. Hunter; 4, George C. Tucker; 8, Kay Rasmussen.

KANSAS

ABILENE REFLECTOR-CHRONICLE—1, Clarence Rupp; 2, C. M. Harger; 3, Bob Wilson; 4, C. W. Wheeler; 8, Mary Smith.

ATCHISON GLOBE—1, Gene Howe, Carl Brown; 4, Mrs. R. D. Holden; 8, Nellie Webb; 9, Jane Zimmerman.

CHANUTE TRIBUNE—1, Fred M. Harris; 2, Charles F. Jones, E. W. Johnson; 8, Kathryn Nelson.

EL DORADO TIMES—2, 3, 4, R. A. Clymer; 3, J. P. Stratford, Ruth Meyer, Zula Bennington Greene; 8, 9, J. P. Stratford.

EMPORIA GAZETTE—2, W. A. White, E. T. Lowther, R. M. Roberts, R. Triplett; 4, Frances Kempker; 8, 9, Jean Gordon; 10, 11, 12, R. Triplett; 13, E. T. Lowther; 16, 17, Jean Gordon; 20, Charlotte Lewis.

GREAT BEND TRIBUNE—1, Charles R. Townsley; 8, Mabel Werhahn; 9, Virginia Shideler.

HIAWATHA WORLD—1, Ewing Herbert, Jr.; 2, Ewing Herbert.

INDEPENDENCE REPORTER—2, H. A. Meyer, Sr., Frank Sands; 3, 8, 9, 15, 17, 18, 19, Wilma Wood; 4, H. A. Meyer, Sr.; 11, Julius Combs; 12, Jeanne Seymour; 16, Sue Wagner.

KANSAS CITY KANSAN—2, W. A. Bailey, E. P. Schowalter; 3, May J. McGuire; 8, 9, Ruth Burns.

LAWRENCE JOURNAL-WORLD—2, J. W. Murray; 3, Don Evans, John Connard; 4, Glenn Moody; 8, 9, Kathryne Stevens; 10, 16, Ernest Pontius; 12, Dorothy Fritzel; 17, Criss Simpson; 18, W. C. Simons.

LEAVENWORTH TIMES—2, 18, A. M. Searcy; 4, 12, H. H. Seckler; 7, W. P. Johnston; 8, 9, 16, Bessie Martin; 15, Bide Dudley; 17, H. J. Stacey.

MANHATTAN CHRONICLE & MERCURY—8, Charlotte Mutsheler

NEODESHA SUN—8, Pearl S. Pettit.

NEWTON EVENING KANSAN-REPUBLICAN—1, Mrs. J. C. Mack; 2, J. L. Napier; 8, Mrs. Lucile Steinkirchner.

PARSONS SUN—2, Clyde M. Reed, Jr.; 3, Myles Pember; 4, Genevieve McCray; 7, N. M. Kunkel; 8, Donna Mae Polk.

PITTSBURG HEADLIGHT—2, F. W. Brinkerhoff; 3, C. L. Stroup; F. C. Hansford, Guy W. Von Schriltz; 6, John K. Hay; 8, 9, Doris N. Vincent.

TOPEKA CAPITAL—2, Milton Tabor, chief; 3, Clif J. Stratton, Mrs. Willard Greene, Milton Tabor, Ada Montgomery; 5, Chas. H. Sessions; 7, Robert Halladay; 8, 9, Ada Montgomery, Connie Van Natta; 12, 15, 16, E. D. Keilmann; 17, Ira Pratt; 18, Mrs. Helene Walker; 19, Dorothea Pellett; 20, Mrs. Margaret Eager.

TOPEKA STATE JOURNAL—4, J. E. Garland.

WICHITA BEACON—1, S. A. Coleman, Richard Webster; 2, S. A. Coleman; 3, Jack Copeland, Dorothy Ranson, Joseph A. Kornfeld, Polly Parsons, Wade Doughty, Earle R. Davis, Roy Wall; 4, J. J. Crittenden; 5, Joseph A. Kornfeld; 6, 19, Harry Ferman; 7, Paul Threlfall; 8, Dorothy Ranson; 9, Bonnibel Lester; 10, D. W. McCoy; 11, Al Bentz; 12, S. A. Coleman; 13, Rene Pirtle; 14, 16, Charles Patrick; 15, George Lancaster; 17, Earle R. Davis; 18, 20, Flora M. Parsons.

WICHITA EAGLE—2, 15, Lester Kimmel; 4, Royce Sehnert; 6, Ben Hammond.

KENTUCKY

CORBIN TRIBUNE AND TIMES—2, John L. Crawford; 3, Robt. E. Cummins, Eddie Lorsdon, John L. Crawford; 8, Oneeda Davidson.

COVINGTON KENTUCKY POST—3, John E. Murphy; 4, Harry M. Moeller; 8, 9, Margaret Arnim; 10, John B. Green.

DANVILLE ADVOCATE-MESSENGER—1, 15, 16, W. H. Alley; 2, 5, W. L. Simpson; 4, Paul Mannini; 8, Julia Durham; 9, 17, 18, Ida M. Tipton.

GLASGOW NEWS—3, W. E. Lawton, Lynn Strode; 8, Margaret Holman.

HAZARD HERALD—2, Charles Wooton, B. P. Wooton, W. B. Henderson; 4, Chas. Wooton; 8, 9, Lucile Noe.

HENDERSON GLEANER JOURNAL—2, Leigh Harris (Chief); 3, Ewing Galloway, Mrs. James Armstrong, W. G. Schoepflin; 4, 10, 12, W. W. Smith; 5, 7, Arthur Fritz; 8, Mrs. W. I. La Rue; 15, Mrs. James Armstrong; 16, W. G. Schoepflin; 17, Mrs. Walter Quinn; 18, Mrs. Leigh Harris.

LOUISVILLE COURIER-JOURNAL—1, 2, 3, Molly Clowes, Vance Armentrout, Barry Bullock, Tarleton Collier; 4, R. B. Gratzer; 5, Donald McWain; 6, Grover Page, George Joseph, Ed. Finch; 7, Thornton Connell; 8, Mrs. Catherine Camp; 9, Donie Carmack; 12, Joe Creason; 14, Sol Schulman; 15, 16, Boyd Martin; 17, Mrs. Frances Crawford; 18, Mary Bingham; 19, F. E. Wylie; 20, Mrs. Winifred Duncan.

LOUISVILLE TIMES—1, Harry Bloom; 2, James Hutto; 3, Harry Bloom, B. W. Gratzer, Ben ("Buck") Weaver; 4, R. B. Gratzer; 5, B. W. Gratzer; 6, Robert York; 7, Teunis Gouwens; 8, Marguerite T. Finnegan; 9, Alice Hoffman; 10, Mary Secor; 11, Mildred McNally; 12, James Sheehy; 13, Charles Jackson; 14, Harold Smoot; 15, 18, Marion A. Green; 16, A. A. Daugherty; 17, Mrs. Lois Glenn; 19, Janice Pope; 20, Mrs. Winifred Duncan.

MIDDLESBORO NEWS—2, 4, 5, 10, 12, 18, C. H. Arundel; 8, 9, Marguerite Kilcoyne.

PADUCAH SUN DEMOCRAT—1, Henry T. Ward, Edwin J. Paxton, Jr.; 2, Edwin J. Paxton, Jr., J. O. LaGore, H. T. Ward; 3, Fred G. Neuman, H. T. Ward; 4, H. F. Wahl; 8, Peggy Trimble; 10, G. J. Burnett; 16, E. J. Paxton, Jr., 18, F. G. Neuman.

WINCHESTER SUN—4, Virginia Bailey; 8, 9, Jane Eaton.

LOUISIANA

ALEXANDRIA TOWN TALK — 1, 2, Ralph Brewer; 4, Geo. Marshall; 7, Red Kerr; 8, 9, Mrs. O'Quinn; 10, 11, 12, 14, 15, 16, H. Jarreau; 13, Ed. Soden; 17, 18, 20, R. C. Jarreau.

MONROE NEWS-STAR-WORLD—4, Mrs. Vivian Barker; 8, 9, Eve Bradford; 16, Geo. V. Lofton.

NEW ORLEANS ITEM—1, Herman Deutsch; 2, Marshall Ballard, Herman Deutsch; 3, 5, Wm. Weigand; 4, W. C. Harmon; 6, John Chase; 7, Herman Deutsch; 8, 9, Mrs. Burdette Huggins; 15, 16, Franklyn Hay; 17, 18, James Wobbe; 20, Warren Nardelle.

SHREVEPORT JOURNAL — 1, A. J. Frantz, D. F. Attaway; 2, Rupert Peyton; 3, Bill Williams, Otis Harris; 4, T. R. Grafton; 5, 9, Mrs. Eliz. Tucker; 6, Dak Pelleran; 7, Frank Grosjean; 8, Mrs. Geo. Conger; 10, H. T. Riddle; 11, Mrs. Pauline Van Houten; 12, Geo. J. Packard; 13, Otis Harris; 15, 16, 17, 18, 19, 20, A. J. Frantz.

SHREVEPORT TIMES—1, Donald M. Ewing; 2, Chas. A. Hazen, Donald M. Ewing; 4, G. S. Pasquier; 8, Jeanette Sentell; 9, Mrs. Reba Scales.

MAINE

AUGUSTA KENNEBEC JOURNAL — 2, Frank P. Manson; 3, Richard G. Kendall; 8, Ruth Henderson.

BANGOR NEWS—2, Reginald W. Kauffman; 4, Richard S. Palmer; 8, Nelle Penley; 15, 16, Oscar Shepard.

BANGOR COMMERCIAL—4, Howard G. Stone.

WATERVILLE SENTINEL—2, Frank W. Manson; 4, Howard N. Gray; 8, 9, Elizabeth Sullivan.

MARYLAND

BALTIMORE MORNING AND SUNDAY SUN—2, Hamilton Owens (Acting Editor-in-Chief), Mark S. Watson (Acting Editor), Newton Aiken, C. P. Ives, J. W. Schaefer, Gerald W. Johnson, Ernest V. Baugh, Jr.; 3, Frank R. Kent, Sr.; 4, Francis I. Norris; 5, John S. Armstrong; 6, Richard Q. Yardley, Edmund Duffy; 8, Mrs. Banny McLean Near; 9, Amelia A. Muller, Miss M. H. Cadwalader; 12, Alexander Rose; 13, Hamilton Hooper; 14, Katherine Scarborough; 15, 16, Donald Kirkley; 17, Weldon Wallace; 19, A. D. Emmart; 20, Edgar Ellis.

BALTIMORE EVENING SUN—2, Hamilton Owens (Acting Editor-in-Chief), Philip M. Wagner (Editor), A. D. Emmart; R. P. Harriss, Clark Hobbs, Frank F. Beirne; 3, Christopher Billopp; 4, Francis I. Norris; 7, Paul Broderick; 12, Harry Steuart; 15, 16, Gilbert Kanour; 17, Robert B. Cochrane; 18, Philip M. Wagner; 20, Edgar Ellis.

MASSACHUSETTS

ATTLEBORO SUN—2, C. V. Roberts; 3, Ken Blandin, C. S. Sherman; 9, E. I. Macdonald; 12, 16, 18, C. S. Sherman.

BOSTON CHRISTIAN SCIENCE MONITOR—1, Frank L. Perrin; 2, Donovan M. Richardson, chief, Carlyle W. Morgan; 3, Robert R. Mullen; 4, Mrs. Hermine A. Fischer; 5, George R. Ericson; 6, Paul R. Carmack, L. Franklin Van Zelm; 7, Gravure Ed., Ernest C. Sherburne; 9, Jessie A. Arndt; 10, W. C. Harvey; 11, Albert D. Hughes; 12, Volney D. Hurd; 14, Leavitt Morris; 15, 17, Ed. Leslie A. Sloper; Drama and Movie Critic (N. Y.), John D. Beaufort; 20, Blanche L. Davenport.

BOSTON NEWS BUREAU—1, B. F. Griffin; 2, Frank M. Simmons, Lester Smith, Richard B. Cole, Frederick C. McCarthy, B. F. Griffin, W. Cameron Biewind; Thomas Merrigan; 5, Frank M. Simmons; 10, Harris J. Nelson; 11, A. J. C. Underhill; 12, 16, Lester Smith; 14, Charles M. Shaftoe; 15, Kenneth Thompson; 20, L. A. Hachten.

BOSTON POST—3, Joe Harrington, Al Hirshberg; 4, Chester C. Gray; 5, B. J. Hughes; 6, Bob Coyne, Norman Ritchie, W. Goldsmith, Edith Stevens; 8, Rose Walsh; 9, Muriel Caswall; 10, Gene McSweeney; 12, Howard Fitzpatrick; 14, J. R. Kelly; 15, Elliot Norton; 16, Prunella Hall; 17, Warren S. Smith; 18, Olga Owens; 19, Alice Lawton; 20, Thomas W. Connor.

CHELSEA EVENING RECORD—4, Helen T. Fay; 7, 20, F. J. Dowd; 8, 9, Phyllis Matz; 12, 16, Fred J. Gillis; 18, Sylvia B. Richmond.

FALL RIVER HERALD NEWS—1, C. E. Bury; 2, E. J. Delaney; 4, Dennis Toomey; 5, A. S. DeMarteau; 8, Christina Chippendale; 9, Meredith Steffins; 10, 11, Carlton T. Reynolds; 12, A. S. DeMarteau; 15, 16, Gardiner T. Hart; 17, Arthur S. Reseigh; 20, Eleanor Brady.

FITCHBURG SENTINEL—2, Samuel P. Hopley; 4, Elliot G. Wellington; 9, Constance Godbeer; 12, 20, Isabella M. Barr.

GREENFIELD RECORDER-GAZETTE—2, Paul S. Walcott; 4, H. Irving Jenks.

FRAMINGHAM NEWS—2, Ralph F. Dewey, Rev. William A. Knight; 4, S. L. Lee; 8, Elizabeth Van Praag Dudley; 18, Rev. Wm. A. Knight.

LOWELL SUN & CITIZEN LEADER—4, Frank A. Lawlor; 6, Wm. Birchall; 8, 9, Ann Donaghoe; 12, C. Sampas; 17, Sidney R. Fleet.

LOWELL SUNDAY TELEGRAM—4, B. L. Pouszner; 3, 6, George A. Gagan; 2, 3, 7, F. W. Maguire; 8, Roberta M. Benedict; 9, 17, 19, 20, Eliz. L. Pouszner; 2, 10, 11, 12, 13, 14, John A. Lamberton; 15, 16, Blanche London, Eliz. L. Pouszner; 18, Eliz. L. Pouszner, Madelyn M. Nerney.

LYNN TELEGRAM-NEWS — 1, Elmer Widell, Thomas MacManus; 2, Jacob Finkle, Tom MacManus; 3, J. F. Williams; 4, Regina B. Collette; 8, Mary S. King, Caroline Dwyer.

MARLBORO ENTERPRISE AND HUDSON SUN—3, Henry Laverdure, Irving Wright, Nellie Jones; 6, Marion Kane; 7, B. J. Kane; 9, Mrs. Blanche Walker; 11, Albert Boudreau.

NORTH ATTLEBORO CHRONICLE—1, Charles F. Martin; 2, Joseph W. Martin, Jr.; 4, George W. Kelley; 8, Francis J. Kelley.

NORTHAMPTON GAZETTE—1, Arthur Frederick; 2, Brooks Emerson, Philip Reed, Clarence Murray; 4, H. W. DeRose.

NORWOOD MESSENGER—1, 18, 19, Herbert Kenny; 2, George K. Sherlock; 3, Harold Putnam, Allen Phillips, Chester Davis; 4, Dorothy Chelstrom; 8, 9, 12, 20, Patricia Keelan.

PITTSFIELD BERKSHIRE EVENING EAGLE— 1, Theodore Giddings, Edward W. McCormick, Donald L. Coleman, John M. Flynn, G. W. Edman, M.E.; 2, Lawrence K. Miller; 3, Joseph Hollister, John M. Flynn; 4, Mabel A. White; 5, Clarence Crandall; 8, 9, Margaret Walsh; 12, 15, 16, K. R. Fall; 17, Jay C. Rosenfeld.

SOUTHBRIDGE NEWS—8, Evelyn B. Norton.

TAUNTON GAZETTE—2, William H. Reed; 4, Raymand MacCraw.

WAKEFIELD ITEM—1, Stanley O. Urquhart, Allston Van Wagner; 2, Gardner E. Campbell, Cyrus M. Dolbeare; 4, Cyrus M. Dolbeare, Edward A. Rich; 7, 10, Gardner E. Campbell, Allston Van Wagner; 8, 9, 20, Mary L. Hurley; 15, 18, Mary L. Tredinnick; 16, Gardner E. Campbell; 17, 18, 19, Mrs. W. S. Ripley, Jr.

WORCESTER TELEGRAM AND GAZETTE—2, M. M. Johnson (Tel.), L. E. Moore (Gaz.); 4, Gordon A. O'Brien; 6, Albert Banks; 8, 9, Agnes Drummond; 13, Paul W. Savage; 15, George Foxhall, Leslie Moore; 16, James Lee; 17, Walter W. Farmer, Leslie Moore; 18, Margaret Getchell Parsons; 19, Dr. Loring Dodd; 20, Albert Mason.

MICHIGAN

ALBION RECORDER—2, George V. Mather; 4, Carl Sackett; 8, Mrs. Carl Lambrecht.

BATTLE CREEK ENQUIRER AND NEWS—2, Gerald Smith, H. A. Chipman, A. L. Miller; 4, Harry Noneman; 8, 9, Elizabeth Holmberg; 15, 17, George B. Dolliver.

CADILLAC NEWS—2, 13, T. O. Huckle; 4, C. A. Paulson; 8, 9, Esther Legg; 10, Earl T. Huckle; 15, 16, 17, Neva Peterson; 18, M. M. Van Valkenburgh.

CHEBOYGAN TRIBUNE—1, Gordon Turner; 2, 15, 16, 18, Myrton M. Riggs; 3, 13, Frank H. Riggs; 4, Mona Grenier; 7, 8, 9, 20, Alta Riggs.

COLDWATER REPORTER—4, A. Donnell; 8 Mrs. Leila Westendarf; 9, Gertrude Edgell; 13, Frances Beedon; 16, T. O. Huckle.

DETROIT FREE PRESS—2, M. W. Bingay, Royce Howes, Hamilton Butler, Sprague Holden; 3, Royce Howes, Anthony Weitzel, Marjorie Avery, Dale Stafford, Chas. Ward, Jack Van Covering; 5, 10, Robt. Perry; 6, Arthur Poinier, Floyd Nixon; 8, Mary Ellen Menard; 9, Marjorie Avery; 11, Jean Pearson; 12, Bud Guest, Jr., 13, Dan Wells; 14, Adrian Fuller; 15, Len Shaw; 17, J. D. Callaghan; 18, 19, Callaghan; 18, 19, Helen Bower; 20, Brigg Youngs.

DETROIT NEWS—2, W. K. Kelsey, D. H. MacAdam, Harry V. Wade, Henry S. Richmond; 3, W. K. Kelsey, Harry V. Wade; H. C. L. Jackson, H. G. Salsinger; 5, George B. Hassett; 6, Burt R. Thomas; 7, Carl G. Goelz; 8, Gladys McCracken; 9, 19, Florence Davies; 10, E. Y. Watson; 11, Robert S. Ball; 12, Herschell Hart; 13, Cecil Betron; 14, 15, 17, Russell McLauchlin; 16, Harold Heffernan; 18, Clyde Beck; 20, Lee A. White.

DETROIT TIMES—2, John C. Manning; 3, Jack Pickering; 4, M. R. Nadeau; 5, Ward Schultz; 6, Albert Duckett; 7, William Lampe; 8, Minnie Cage; 9, 18, Irene M. Hawkins; 10, 11, Siler Freeman; 12, Jack Koehler; 14, Chas. Wagoner; 15, 17, 19, Charles Gentry; 16, Walter Stevenson; 20, Mrs. Grace Martin.

DOWAGIAC NEWS—8, Mrs. L. L. Vanderburg.

GRAND RAPIDS PRESS—4, Clark L. Brown; 8, Kathleen Larned; 15, L. Daniel Wickenden; 20, Lueve Parcell.

GREENVILLE NEWS—4, Helene Rawling; 8, 9, Edith Crosby; 10, 11, Robert W. Strong; 15, 18, Earle Davidson.

JACKSON CITIZEN PATRIOT—1, E. F. Williams, Chas. Ihrkey; 2, Fred Evans; 6, Frank Williams; 7, E. F. Williams; 8, 9, Helen Carlton; 12, Chas. Ihrkey; 20, Pollyanna Barnes.

KALAMAZOO GAZETTE—1, Lowell Plasterer, W. J. Foard; 2, H. Foster Lewis, Jr.; 4, John I. Hayward; 5, 10, 15, Jack Bell; 6, Frank L. Williams; 7, 12, Edward Curren; 8, Irene Stilson; 9, Ruth Burchett; 11, Llyle Rapp; 14, Lowell Plasterer; 16, Everett Clarke; 17, Ralph Patton; 18, Charles Weissert; 20, Ruth Newkirk.

LANSING STATE JOURNAL—1, Paul A. Martin, K. C. Park; 2, Glenn K. Stimson, Harold Lee; 3, Richard Murray, Walter Hackett, Earle R. Pitt, Seth Whitmore, Harold Lee, Warren Brintnall, Harold Schram; 4, R. V. DeBarry; 5, John E. Monks; 8, Jacqueline Karreman; 9, 17, 18, 19, Ethelyn Sexton; 10, Seth Whitmore; 11, Birt Darling; 12, 20, Richard Wooley; 13, K. C. Park; 15, Hayden Palmer; 16, Walter Hackett, Carlisle Carver, Richard Murray.

LUDINGTON NEWS—2, Fred Read, H. P. Furstman; 3, 8, 9, 20, Agnes MacLaren; 4, Louise Meers; 7, 10, 11, Dick Derrick; 15, 16, 17, 18, 19, Mary Rose Barrows.

MANISTEE NEWS-ADVOCATE—8, Sally Morrison.

MANKATO FREE PRESS—1, Franklin Rogers; 2, Clifford H. Russell; 3, C. H. Russell, Franklin Rogers; 8, Betty Ross; 9, Dolores Walsh; 16, Jared How.

MIDLAND NEWS—2, Philip T. Rich; 3, 7, Claire Morrill; 4, C. R. Vanest; 8, Nida Branson.

MOUNT CLEMENS MONITOR-LEADER—4, D. Link; 8, Mary Taylor; 12, W. B. MacLachlan; 16, Chas. J. Sheppard.

MUSKEGON CHRONICLE — 2, A. E. McCrea; 4, Carroll A. Wolcott; 8, Mrs. M. E. K. Gunn; 20, Mollie Agnich.

PETOSKEY NEWS—4, D. H. Barnes; 8, 9, Mrs. Gertrude Bursian.

PONTIAC PRESS—8, Mrs. Bertha Sanford.

PORT HURON TIMES HERALD—2, W. H. Davis, Ed. S. Snover; 3, Ed. S. Snover, George M. Hunter; 8, Mrs. Marjorie Fish.

ROYAL OAK TRIBUNE—2, Floyd J. Miller; 4, Watson T. Brown; 8, Alice Ellison.

SAGINAW NEWS—2, 20, Gerald Bates; 5, 12, W. Glover Gage; 15, 16, 17, Frank G. Schmidt.

STURGIS JOURNAL—2, Mark P. Haines; 4, Mrs. Dick Whitmer; 8, 9, Marjorie Waddell; 17, 18, Catherine Westendorf.

MINNESOTA

CROOKSTON DAILY TIMES—2, D. A. McKenzie; 3, Don Mack; 8, Mrs. Monica Morgan.

DULUTH HERALD & NEWS-TRIBUNE—2, J. A. Stuart, Prevost Coulter; 4, Carl G. Franseen; 7, 12, 15, 16, 17, 19, Nathan Cohen; 8, 9, Patricia Hodgson; 10, Vera DeBolt; 18, Robert Ridder; 20, Wilfred Jaques.

FAIRMONT SENTINEL—2, Claude N. Swanson, Arthur M. Nelson; 3, Claude N. Swanson, Susan F. Eisele, Lawrence Doolittle, Elsye M. Drewes; 4, Arthur M. Nelson.

HIBBING TRIBUNE—1, George M. Fisher; 2, R. W. Hitchcock; 4, Irene R. Bedard.

INTERNATIONAL FALLS JOURNAL—2, Paul A. Anderson; 4, D. E. Chase; 8, Harriet Lloyd.

LITTLE FALLS TRANSCRIPT—2, Ed. M. LaFond, Bernard Peterson; 4, George L. Johnson; 8, 15, 16, 17, 18, Merrie Cornwell.

MINNEAPOLIS STAR JOURNAL AND TRIBUNE (m&e)—2, Gideon Seymour, editorial editor, Star Journal; T. J. Dillon, editor-in-chief, Morning Tribune; 3, Cedric Adams (e), Virginia Safford (e), Halsey Hall (e), George Barton (m); 4, Clarence Pierson; 5, 10, 11, J. M. Sutherland; 7, Charles McFadden; 8, V. H. Wagner; 9, Vera Clark Pulis (e), Alice Bennett (m); 12, Florence Murphy; 14, Virginia Safford; 15, 17, 18, 19, John K. Sherman; 16, Robert E. Murphy; 20, C. C. Wilson.

MINNEAPOLIS TIMES—2, George H. Adams, Arnold Aslakson; 3, Dick Cullum, Jack Connor; 4, Theodore F. Christensen; 5, Horace Annis; 7, Manus McFadden; 8, Anna Lou Tasker; 9, Caroline Adams; 10, 11, 14, Frank McInerny; 12, Doris Heaslitt; 15, Frank Murray; 16, Jo Ann Leslie; 17, Grace Davies; 18, Grace Krause; 20, Leola Fernandez.

NEW ULM JOURNAL—1, 7, 16, Virginia Taylor; 2, 16, W. K. Mickelson; 4, Pearl Hullinger; 5, 10, 11, 12, Hugh Walter; 8, 9, Margaret Esser.

RED WING REPUBLICAN EAGLE—1, A. M. Marshall, Jr.; 2, E. W. Olson; 4, L. J. Nash.

ROCHESTER POST-BULLETIN—3, Arnold Rost, Stuart Hargesheimer; 4, Geo. H. Rowe; 8, 16, Marguerite Schnorr; 10, H. W. Blakely.

ST. CLOUD TIMES—2, Fred Schilplin; 4, Otto Rupp; 8, Lydia Gorman; 9, 18, Maude C. Schilplin.

ST. PAUL DISPATCH—1, Herbert L. Lewis (Editorial Director, Acting Managing Editor), P. J. Halstead, F. S. Heaberlin; 2, Herbert L. Lewis, T. K. Ford, A. J. Crocker, R. Macy; 3, P. J. Hoffstrom, Lois Hatton; 4, John McCool; 5, George Christmas; 6, P. J. Hoffstrom; 7, E. L. Vogt; 8, 9, Amy Birdsall; 14, Jack Newman; 15, 18, James Gray; 16, Jules Steele; 17, Frances Boardman; 20, R. W. Swanson.

ST. PAUL PIONEER PRESS—1, Herbert L. Lewis (Editorial Director, Acting Managing Editor), T. R. Kelly, W. R. Greer; 2, Herbert L. Lewis, T. K. Ford, A. J. Crocker, R. Macy; 3, Howard Kahn, Lois Hatton; 4, John L. McCool; 5, George Christmas; 6, Sy Moyer; 7, E. L. Vogt; 8, 9, Amy Birdsall; 14, Jack Newman; 15, 18, James Gray; 16, Jules Steele; 17, Frances Boardman; 20, R. W. Swanson.

SOUTH ST. PAUL REPORTER—2, 5, W. M. Fisk; 4, O. L. Nybakken; 8, 9, 12, Clara Mikkelson; 20, H. W. Bortz.

WORTHINGTON GLOBE—2, 7, 18, Wilbur Elston; 3, Al Goff, Mrs. Ev. Manion; 4, 20, Mrs. Olive Priester; 6, Perry Carter; 8, Mrs. Corene Kain; 9, Nina Doeden; 16, 17, H. L. Refsell.

MISSISSIPPI

GREENWOOD COMMONWEALTH—2, Littleton Upshur; 4, Mrs. Roy Wilkes; 8, 9, Mary M. James.

JACKSON NEWS—2, Frederick Sullens; 3, Jack Hancock; 7, 8, 9, Bette Barber.

McCOMB ENTERPRISE—8, Mrs. J. O. Emmerich.

MERIDIAN STAR—2, Jas. H. Skewes; 6, Eleene Rosenbush; 9, Helen Crooks.

MISSOURI

BOONVILLE NEWS—2, Chas. E. Jones; 8, F. E. Casanova.

CAMERON NEWS-OBSERVER—1, Laura Witt-Whitaker, Mrs. Ireland McCulley; 4, 5, B. B. Witt.

CARTHAGE PRESS—1, H. L. Howe, E. L. Dale; 2, W. J. Sewall, H. L. Howe; 8, Myrle Benedict.

CHILLICOTHE CONSTITUTION-TRIBUNE—2, C. E. Watkins, C. A. Spooner; 3, 8, 17, Mary Fife; 7, W. H. Plummer; 9, 16, 20, Virginia Lee Page.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

COLUMBIA TRIBUNE—1, J. P. Hamel; 2, Hollis Edwards; 8, 9, Queen Smith.
FULTON SUN-GAZETTE—1, P. J. Pirmann, V. A. Johnston, Jr.; 4, Geo. P. Johnston.
HANNIBAL COURIER-POST—2, 7, 15, W. A. Cable; 4, B. E. Emerson; 8, 9, Carmen O. Goul.
INDEPENDENCE EXAMINER—2, 3, Wm. Southern, Jr.; 4, Frank W. Rucker; 5, Edward E. Carnes; 8, Susannah Gentry.
KANSAS CITY STAR—2, Henry J. Haskell, C. V. Stansell, Paul I. Wellman, Richard Fowler, Henry C. Haskell; 3, Landon Laird, D. L. Hartley, Gordon Hudelson, James S. Jackson; 4, J. H. Hoover; 5, David B. Park; 6, Harry Wood, S. J. Ray, Dale Beronius, Frank Miller; 7, Calvin Eby; 8, Judd Hale; 9, Nell Snead; 10, 11, Justin D. Bowersock; 12, H. Dean Fitzer; 13, G. Day Smith; 15, Landon Laird; 16, Phil Koury; 17, C. H. Thompson; 18, W. M. Reddig; 19, H. C. Haskell; 20, John Joseph Doohan.
LEBANON NEWS—1, Mrs. Mary Jane Roberts.
MARSHALL DEMOCRAT-NEWS—8, Mrs. Ollie B. Downs.
MOBERLY MONITOR-INDEX—4, J. K. VanCleve; 8, Jo Driskell; 15, Goetze Jeter.
MONETT TIMES—4, Mrs. Ethel Lane; 8, Ellen Hogan.
NEOSHO DEMOCRAT—1, Bob McKnight; 2, 5, Jas. G. Anderson; 4, Will G. Anderson; 8, 9, Mrs. Hattie Williams.
ST. JOSEPH GAZETTE—2, Frank Wickiser, Floyd Evans; 3, Arthur Burrowes, Merrill Chilcote; 4, Esther Turkleson; 5, 12, Charles Adams; 7, 16, Merrill Chilcote; 8, 9, Ada Lyons; 11, Edwin McDonald; 18, Erma Young; 20, Elsie Mules.
ST. LOUIS GLOBE-DEMOCRAT—2, Louis LaCoss; 3, P. W. Hangge, Ed. James; 4, E. E. Schneider; 5, W. A. Happ; 6, Percy Vogt, Victor Vaccarezza; 7, George R. Dent; 8, May Hunt; 9, 14, Walter Ames; 12, Harry LaMertha; 13, P. W. Hangge; 15, 16, Herbert L. Monk; 17, 18, 19, Harry R. Burke; 20, Josephine Fahey.
SPRINGFIELD NEWS (m), SUNDAY NEWS & LEADER, LEADER & PRESS (e)—3, George Olds, Docia Karell; 5, John Snow; 6, Betty Lowe; 7, George Olds; 8, 9, Belle Clement; 12, 15, 16, James Billings; 17, 18, 19, Docia Karell; 20, Clyde Tuck.

MONTANA

BILLINGS GAZETTE—4, C. D. Connelly.
LEWISTOWN DEMOCRAT-NEWS—1, J. W. Hanley, Earl Weiser; 2, Tom Stout; 4, Harry E. Lay; 5, J. W. Hanley; 8, Mrs. C. G. Brown; 10, E. F. McGinnis.

NEBRASKA

BEATRICE TIMES—2, Allen Dowling; 3, Allen Dowling, Katharine Sherwood, Robert R. Johnson, Harry Morris; 6, Robert Gillespie; 8, 9, Katharine Sherwood.
BEATRICE SUN—2, 3, E. M. Marvin; 8, H. S. Sabin.
COLUMBUS TELEGRAM—1, Z. H. Loomis, R. F. Kennedy, 2, 3, Edgar Howard, Vernon Hoyt; 4, R. F. Kennedy; 7, Vernon Hoyt; 8, Betty Maloney.
HASTINGS TRIBUNE—2, Fred A. Seaton, C. A. Rott; 3, K. K. Friedel, Ed. Wilken; 4, L. P. Kissinger; 8, 9, Helen Anne Turner; 18, Fred A. Seaton; 20, Eloise Edson.
KEARNEY HUB—2, H. Dwight King; 4, Edith McKean; 8, Sylvia Armstrong.
McCOOK GAZETTE—8, Doris Minney.
NEBRASKA CITY NEWS-PRESS—2, J. H. Sweet; 3, J. H. Sweet, Arthur Sweet, Bub Wilkins; 4, M. J. Duncan; 7, Arthur Sweet; 8, 9, 16, Ann E. Wary.
NORFOLK NEWS—2, Sterling McCaw; 4, Fritz Asmus; 8, 16, Joann Emerson.
OMAHA WORLD-HERALD—1, Walter E. Christenson, R. M. Jones; 2, H. E. Newbranch, Walter E. Christenson, R. M. Jones; 3, Guy S. Williams, Jake Rachman, Eva Mahoney; 4, George O. Gill, N. J. Nevins; 5, J. L. Belding; 6, Walter La Hue; 7, Monte Davis, Walter Rowley; 8, Elizabeth Kern; 9, R. W. Houston; 12, 15, 16, Jake Rachman; 17, Martin Bush; 18, Victor P. Hass, Joe Pekar; 19, J. Allison Flynn; 20, Helen Nolan.

NEVADA

LAS VEGAS REVIEW-JOURNAL—3, A. E. Cahlan, Sherwin F. Garside, John F. Cahlan; 8, Florence Lee Jones.
RENO GAZETTE—2, Merrill S. Gaffney; 4, Clarence Jones; 6, Lou Hymers; 7, John Sanford; 8, 9, Alice Melarkey; 12, Carol Rebollini; 19, Lillian Borghi.
TONOPAH TIMES-BONANZA—1, 8, Virginia Germain; 3, Sherwin Garside (in Army).

NEW HAMPSHIRE

CLAREMONT EAGLE—2, Kenneth Whipple; 3, 7, Thomas F. McKoan; 4, Miss M. Ellen Breed; 8, Mrs. Patricia Curtis; 9, Mrs. Alma Veilleux.
KEENE SENTINEL—4, Charles R. Rodgers.
LACONIA CITIZEN—8, 16, Louise Kelly; 11, 18, Alma Gallagher; 12, E. A. Twombly.
PORTSMOUTH HERALD—4, R. O'Brien; 8, 9, Carrie E. Burdwood.

NEW JERSEY

ATLANTIC CITY WORLD—3, Sylvia Roberts, Charlotte Cramer, Al Dalton; 4, Aaron Lavin; 8, Charlotte Cramer; 12, Lillian Rosenberg; 20, Sylvia Roberts.
ATLANTIC CITY PRESS UNION NEWSPAPERS—2, F. E. Croasdale; 3, Henry Gruhler, Oliver Crawford, Frank Butler, Hugh Seditt; 4, Paul J. O'Neill; 8, Elizabeth Gore; 12, 16, Nancy McGurk; 20, Elsie Heinrich.
BAYONNE TIMES—4, Irene Bogert; 8, Mary Malone.
CAMDEN COURIER-POST—2, Chas. L. Howes; 4, James Scott; 8, Irene Frost; 9, Hilda E. Shivers; 12, Florence Sikorski; 13, Elmer C. Pratt; 15, James M. O'Neill; 16, Ransloe Boone; 17, Henry C. Beck.
ELIZABETH JOURNAL—4, Rufus R. Ness; 8, Helen Everett; 12, Guy H. Chase.
HACKENSACK BERGEN EVENING RECORD—1, 3, William A. Caldwell; 2, John Borg, R. H. Wynkoop; 4, J. W. Lux; 7, Robert N. Caldwell; 8, 9, Helen Gabbert; 12, Seymour Malkin; 13, John H. Wood; 15, 16, Kenneth L. Demarest; 17, Roger Vreeland; 20, Elmer Hering.
HOBOKEN JERSEY OBSERVER—2, Arthur L. Fagan, Adolph Langer, Howard Sutton; 3, Gerard Barker, Patricia Moloney; 6, Clifford Osborne; 7, Charles M. Brody; 9, Patricia Moloney; 10, Henry Wellbrock; 12, 20, Mrs. Lillian Anderson; 15, 16, Elsye Yeutter; 17, John J. Hopkins; 19, Leonard Ford.
MORRISTOWN RECORD—2, Norman B. Tomlinson; 8, 9, 15, Marian Griffin; 13, Edgar M. Weed.
JERSEY CITY JERSEY JOURNAL—1, J. Albert Dear, Jr.; 2, Julius S. Grunow; 3, C. J. Ingram, Persis Smith, Hilda Couch, Arthur Mackie; 4, Charlotte Stuhr; 5, 12, C. J. Ingram; 9, 20, Persis Smith; 10, Eli Ives Collins; 15, 16, Arthur Mackie.
NEWARK NEWS—2, Henry Suydam, Wm. R. Clark, John Maynard, Robert R. Lane, Frank Baldwin; 5, Francis W. Daire; 6, Lute Pease, William Crawford; 8, 14, Raymond Gray; 9, Frank Jamison; 12, Hubert Ede; 15, Rowland Field; 16, Charles Haufler; 18, Max Herzberg; 20, Albert Hunt.
NEWARK STAR-LEDGER—3, Jerry Nusbaum, Natalie Bond, Tony Marenghi; 4, Rea Becker; 8, Rita Wagner; 9, Natalie Bond; 20, William H. Maxwell.
NEWARK SUNDAY CALL—1, Ed. S. Hipp, John E. Beer, Sanford B. Hunt; 2, Edward F. Bataille; 3, Edward S. Hipp; 4, Harry A. Wapshare; 5, 14, Alex Sloan; 6, Douglas McKay; 7, Max R. Faelten; 8, Elisabeth Logan; 9, 18, Josephine Lawrence; 10, 12, Neil Cocchia; 11, Robert C. Ring; 13, Elliott B. Holton; 15, 16, Gordon F. Allison; 17, Marguerite Krahenbuhl; 20, Ruth Vogel.
NEW BRUNSWICK HOME NEWS—THE SUNDAY TIMES—1, James A. Fleming, Rodney Luery; 2, Edward J. Cottrell; 3, Edward N. Olly, Gene Pinter, Ellis Cronk, Francis Burns; 4, Arthur E. Henry; 5, 7, 11, John K. Quad; 8, Viola W. Jennings; 9, 17, Mary Purnell; 10, Edward N. Olly; 12, 15, 16, Will Baltin; 20, Mrs. Elsie Ringer.
PASSAIC HERALD-NEWS—2, G. M. Hartt, Wm. M. McBride; 3, Carl Ek, Edward J. Reardon; 4, Peter M. Contant; 7, Allen W. Smith; 8, 17, Ellen Weber Moser; 9, L. Lee Starke; 11, Rodney Odell; 12, 13, Carl Ek; 14, Margaret Ketcham; 18, William M. McBride; 20, Mildred Drukker.
PATERSON MORNING CALL—1, Henry A. Williams; 2, F. A. Friedrich; 3, George H. Burke, Frances Robbins, John Michelson, Prof. Geo. Keller; 4, Charles C. Hughes; 5, John J. Sweeney; 8, Helen Galbreath; 10, Henry De Yong; 12, William Delaney; 18, Robert Williams, Frances Robbins.
PATERSON EVENING NEWS—1, A. J. Greene; 2, Harry B. Haines, A. J. Greene; 3, Harry Grossman, Joseph Gootter; 4, George Gross; 5, James R. Cahill; 7, Robert Stakesing; 8, Mary Rickaby; 9, Mary Mahon; 10, 14, Herbert M. Schmidt; 11, Arthur L. Guillermain; 12, Henry C. Schwartz; 13, Robert H. Levine; 15, 16, Milton G. Levine; 17, 18, 19, Jack Tenberge; 20, Virginia Sherman.
PATERSON SUNDAY EAGLE—1, Charles Rywick, Jack Glasser; 4, M. Garlick; 6, Jay Youngsworth; 7, Irving Mates; 8, Betty Lee; 9, Margaret Garlick; 10, Theodore Slinger; 12, Betty Lee; 15, Minnie Silver; 16, Max L. Simon.
PLAINFIELD COURIER-NEWS—4, Harvey L. Benner; 8, Mildred Stewart; 20, Mrs. Della F. Husbands.
RED BANK STANDARD—8, Helen O'Brien; 15, Jackson Jones; 18, Harris Gilland.
UNION CITY HUDSON DISPATCH—2, John Mitchell, chief; A. Bruce Cook, Leo J. Hershdorfer; 3, Leo J. Hershdorfer; 6, John (Kay) Karaffa; 8, Helen Pleasants; 9, 20, Bertha Rauch; 12, Albert J. Boyle; 17, Horace Tani.
VINELAND TIMES-JOURNAL—3, Max Leuchter; 4, Arthur E. Williams.

NEW MEXICO

CLOVIS NEWS-JOURNAL—3, R. C. Hoile; 8, Edna Epperson.
GALLUP INDEPENDENT—2, 3, 4, 5, 10, 18, A. W. Barnes; 8, 9, Mrs. A. W. Barnes.
HOBBS NEWS-SUN—1, Will Robinson; 4, Blanche Younger; 8, Nancy Heard.
LAS CRUCES SUN-NEWS—2, 3, Wallace Perry; 4, R. B. Boyle; 8, Mrs. B. B. McGee.
RATON RANGE—3, H. A. Hill; 4, Frank Pfeiffer; 8, Sadie Cunningham.
ROSWELL RECORD—4, Marie Summers; 8, Frances Bear Wolfe.
SANTA FE NEW MEXICAN—1, Will Harrison; 2, Frank C. Rand, Jr., C. B. Floyd; 3, B. B. Dunne, Dorothy Schyler, Rosalind Shelly; 4, Anna Ormsbee.
TUCUMCARI NEWS—1, Earl Grau; 2, Vic Jameson, Earl Grau; 8, 9, June Gettings.

NEW YORK

ALBANY KNICKERBOCKER NEWS—1, Charles Mooney, James Doran, Jerome Walker; 2, B. J. Lewis; 4, Richard C. Taylor; 5, Francis P. Kimball; 6, Jerry Costello; 8, Rhoda Hathaway; 9, Beatrice Lorber; 15, 16, 19, Clifton Bradt; 20, Helen Waterbury.
AMSTERDAM RECORDER & DEMOCRAT—8, Mrs. George F. Wilkins.
BINGHAMTON PRESS—2, Fred W. Stein, Robert J. Dillon; 4, Robert L. Sturdevant; 5, 7, 13, James H. Stevens; 8, Catherine Dewees; 9, 12, Margery Curran; 15, 16, P. Walter Hanan; 18, Fred W. Stein; 20, Peggy Dwyer.
BUFFALO COURIER-EXPRESS—2, Frederick W. Kendall, Thos. C. Brown, John H. Smith, Carroll McPherson; 3, Edmund J. Keefer, T. C. Brown, Anne M. McIlhenney, Wm. J. Kelly, H. Katherine Smith; 4, A. Gordon Bennett; 5, Leonard Feldman; 6, Leo Joseph Roche; 7, Merle B. James; 9, Mary R. Franklin; 10, Ralph Turner; 12, Don Tranter; 15, 16, W. E. J. Martin; 17, Isabelle W. Evans; 18, Bennett Davis; 19, Virginia Ford; 20, Sarah E. Sherman.
BUFFALO NEWS—2, Wm. R. Meldrum, chief; Robert G. Burlingham, Rollin Palmer, Wm. Seaver Woods; 3, Harriet G. Cooke, Lucy Lincoln, J. Edward Scanlan; 5, Hilton P. Hornaday, Jerome B. Wood; 6, William H. Summers; 7, Fredrik Kosslow; 8, Margery Marble; 9, 10, 14, George H. Esselburne; 11, Harry Lee Waddell; 12, Helen King; 15, 16, Ardis W. Smith; 17, Mrs. Theodolinda C. Boris; 19, Mrs. Nora Lee Rohr; 20, Arthur C. Smyth.
CANANDAIGUA MESSENGER—2, 5, Leon J. McCarthy; 4, A. C. Waterbury; 8, 9, Catherine E. Welch; 13, Witmer Eberle.
CATSKILL DAILY MAIL—1, 2, 7, 11, 12, H. E. Rockwell; 4, 5, M. Edw. Silberstein; 8, 9, 13, 15, 17, 18, 19, Elizabeth M. Boice.
CORNING LEADER—8, 9, Helen Libisch.
CORTLAND STANDARD—4, E. H. Clark.
DUNKIRK OBSERVER—1, W. A. Brennan, M. L. Williams, H. G. Schwartz; 2, W. A. Brennan; 3, Mac L. Williams; 4, H. K. Williams, Jr.; 8, Margaret L. Toomey.
ELMIRA STAR-GAZETTE (e), ADVERTISER (m) SUNDAY TELEGRAM (S)—2, Geo. S. Crandall; 4, Thos. V. Taft; 8, Mary Dow (e-S), Marjorie Bennett (m); 10, Julian L. Penney; 18, L. N. Bitner; 20, George Givens.
ENDICOTT BULLETIN—3, Byron E. French, James H. Ottaway; 4, Stella M. Ostrosky; 8, 9, Nancy Gregory; 12, Helena Struthers; 20, Martha Doyle.
HEMPSTEAD TOWN NASSAU DAILY REVIEW-STAR—1, Arthur L. Hodges; 3, Robert H. Stirrat; 4, Eleanor F. Koehler; 6, Fred Graf; 8, Olive Hurlbut; 20, Kathryn Ziegler.
HEMPSTEAD TOWN NEWSDAY—2, Alicia Patterson; 8, Sally Strong; 9, Frances Story.
ITHACA JOURNAL—2, Harry G. Stutz; 4, Donald Simmonds; 8, Lorena Inglis.
JAMESTOWN POST-JOURNAL—2, 3, S. Miles Bouton; 8, Gwendolyn E. Johnson; 12, William H. Price; 17, Harold E. Crissey; 20, Mollie Granger.
KINGSTON FREEMAN—8, Caroline M. McCreery.
MALONE TELEGRAM—1, Douglas N. Callander; 3, Stanley B. Ferris, Del Forkey; 8, Mrs. Katherine Van Deusen.
MIDDLETOWN HERALD—2, George L. Seese; 3, Raymond J. Dulye, E. Bradley Boyle; 4, Chas. E. Koons; 8, 9, Gladys De Freitas; 12, Raymond J. Dulye; 20, Helen Peacock Drew.
NEWBURGH-BEACON NEWS—2, C. D. Myers; 10, 12, Harry Cohen.
NEW YORK BROOKLYN EAGLE—2, Edwin B. Wilson; 3, John Heffernan, Helen Worth; 4, Herbert Davies; 5, George Mills; 6, Vincent A. Svoboda; 8, Helen Brown; 9, Gertrude McAllister; 10, Charles Karsboom; 12, William Juengst; 14, Gladys Sullivan; 15, Arthur Pollock; 16, Jane Corby; 17, Miles Kastendieck; 18, George Currie; 19, Alexander Z. Kruse; 20, Catherine Connerton.
NEW YORK BRONX HOME NEWS—2, Harry Goodwin, Mortimer Schiffer; 4, 5, 10, 14, S. Sanford Model; 7, James S. Glaser; 8, Philip Kanter; 9, Marie Terry; 12, James S. Niklad; 15, 16, Sol Cohen, Walter Snow; 20, Arthur Rosenstock.
NEW YORK DAILY NEWS RECORD—3, Edward M. Ruttenber; 4, Gene Quinn; 7, S. A. Marino; 15, 16, 17, 18, Kelcey Allen; 19, M. D. C. Crawford.
NEW YORK HERALD TRIBUNE—1, Wilbur Forrest; 2, Geoffrey Parsons, Walter Millis, William M. Houghton, Arthur C. Clarke, Harry W. Baehr, Jr.; 3, Walter Lippmann, Mark Sullivan, Stanley Woodward, Donald Stillman, Lewis Gannett, Isabel Paterson; 4, William G. Hills; 5, Norman C. Stabler; 6, Jay N. Darling (Ding), H. T. Webster, H. I. Carlisle, Ellison Hoover; 7, Richard F. Crandell; 8, Howard L. White; 10, H. A. Pierce; 11, John H. Durston; 13, Ernest A. Kehr; 14, Richard Dunlap; 15, 16, Howard Barnes; 17, Virgil Thomson; 18, Book Editor, Irita Van Doren; 19, Royal Cortissoz; 20, Robert E. Grayson.
NEW YORK MORNING TELEGRAPH—3, Charles Hatton, Nelson Dunstan, Paul Martin, Whitney Bolton, Ira Seebacher, Vernon Edwards; 4, Louis Iverson; 15, George Freedley; 16, Leo Mishkin.
NEW YORK NEWS—2, Reuben Maury; 3, Ed. Sullivan, Danton Walker; 4, E. J. Roche; 5, Todd Wright; 6, C. D. Batchelor; 7, William J. White; 8, Nancy Randolph; 9, Mary King; 10, Abe Greenberg; 11, Sloan Taylor; 12, Ben Gross; 15, Burns Mantle; 16, Kate Cameron; 17, Douglas Watt; 18, Robert Sullivan; 20, M. Symonds.
NEW YORK PM—1, Rae O. Weimer, Stanley Tullsen; 2, John P. Lewis; 3, Frank Sullivan, Sgt. Jimmy Cannon, Tom O'Reilly, Joe Cummiskey, Tom Meany; 6, Dr. Seuss, Charles Martin, Carl Steinberg; 7, Wesley Price; 12, Jerry Franken; 15, Louis Kronenberger; 16, John T. McManus; 17, Henry Simon; 18, Roger Pippett; 20, Richard Giovine.
NEW YORK POST—1, 2, 3, Samuel Grafton; 2, Joseph Cookman; 3, Dorothy Thompson, Leonard Lyons, Johannes Steel, Elsa Maxwell; 6, Stan MacGovern.
NEW YORK SUN—2, James E. Craig, Edwin H. Blanchard, Clayton Hoagland; 3, H. I. Phillips, Frank Graham, Ward Morehouse, Malcolm Johnson, Lawrence M. Hughes, George Sokolsky, J. B. Wallach, John Kieran; 4, Samuel Wolfenden; 5, Carlton Shively; 6, Rube Goldberg; 7, Ray Bailey; 8, 14, James I. Farrell; 9, Mary E. Watts; 13, Franklin Burns; 15, Richard Lockridge; 16, Eileen Creelman; 17, Oscar Thompson; 18, James C. Grey; 19, Henry McBride; 20, Paul Drane.
NEW YORK TIMES—4, James M. Kirshner; 5, John G. Forrest; 8, Bessie Phillips; 9, Kathleen McLaughlin; 11, Fred Graham; 12, T. R. Kennedy, Jr.; 13, Kent Stiles; 14, George Copeland; 15, Lewis Nichols; 16, Bosley Crowther; 17, Olin Downes; 18, John Chamberlain, Orville Prescott; 19, Edward Alden Jewell; 20, Freeda Franklin.
NEW YORK WOMEN'S WEAR DAILY—1, Thomas R. Dash; 3, Earl Elhart, S. F. Hitchcock; 4, Gene Quinn; 7, S. A. Marino; 9, Winifred Ovitte; 15, 16, 17, Kelcey Allen; 19, M. D. C. Crawford.
NEW YORK WORLD-TELEGRAM—1, Roy W. Howard, editor; Lee B. Wood; 2, H. S. Pollard; 3, Westbrook Pegler, Joe Williams, Raymond Clapper, E. A. Evans, Eleanor Roosevelt, Ernie Pyle, Peter Edson; 5, Ralph Hendershot; 6, Will B. Johnstone, Willard Mullin, Talburt, Galbraith, Denys Wortman; 7, William Engle; 8, Margaret Eicks; 9, Gertrude Bailey; 10, Charles Sievert; 12, Harriet Van Horne; 14, Garland Hicks; 15, Burton S. Rascoe; 16, Alton Cook; 17, Louis Biancolli, Robert Bagar; 18, Harry Hansen; 19, Emily Genauer; 20, Matthew Redding.
RIDGEWOOD, L. I. ADVOCATE—1, Chas. Myer; 2, Louis E. Reichhold; 3, Frank Engle; 7, Frank Sherkel; 8, 9, Evelyn Glass; 12, 15, Frank Frazer; 16, Helen Waters; 18, W. E. Kaiser; 20, A. J. Jaeger.
NIAGARA FALLS GAZETTE—1, V. Albert; 2, N. F. Maddever, T. J. Berrigan; 5, J. A. Tait; 8, 9, Gertrude Wright; 12, William A. Boles.
NORTH TONAWANDA AND TONAWANDA NEWS—2, Charles E. Hewitt, Jr.; 3, William Wilber; 8, 9, Lodema Rafter; 14, Edwin T. Hitchcock; 15, 17, 18, Ruth B. Hewitt.
NYACK JOURNAL-NEWS—2, Norman Baker; 4, E. V. Conace; 8, Virginia Parkhurst; 15, Vincent Martire.
OLEAN TIMES-HERALD—2, H. R. Helsby; 4, F. A. Schnell.
OSWEGO PALLADIUM-TIMES—1, J. M. Gill, Jackson Higbee; 2, C. T. Leighton, J. M. Gill; 3, Jay Knox; 4, G. I. Bachelor; 5, C. T. Leighton; 7, J. R. Gill; 8, Josephine Pidgeon; 9, 15, 16, Betty Burroughs; 10, 18, E. M. Waterbury; 12, J. M. Hurley; 20, Jackson Higbee.
ROCHESTER DEMOCRAT & CHRONICLE—3, Henry W. Clune; 4, William Culliton; 5, William J. Kirby; 6, Ned White; 8, 9, Jane C. Fales; 10, Irving H. Fitch; 12, 13, W. DeWitt Manning; 15, 16, George L. David; 17, Norman Nairn; 20, Joan Schilds.
ROCHESTER TIMES-UNION—3, Elisabeth Keiper, Howard Hosmer, Joan Schilds; 4, Stuart W. Richards; 5, Pat Burgess; 6, Elmer Messner; 8, Ruth Chamberlain; 10, Irving H. Fitch; 12, 13, Waldon Yerger; 14, Frank Thompson; 16, Amy Croughton; 17, A. J. Warner; 20, Joan Schilds.
SCHENECTADY UNION-STAR—2, Walter Main; 4, Stannard Butler; 8, 9, Marie A. Cullen; 15, 16, Everett L. Finch; 17, Maude L. Welin.
SYRACUSE POST-STANDARD—1, 18, Robert L. Voorhees; 2, J. Leonard Gorman; 3, Joseph Adams; 4, Cecil F. Merritt; 5, J. Burr Bell; 6, 7, Edgar F. Schilder; 8, Mary Barrett; 9, Letitia Lyon; 10, 12, 14, Merle Jones; 11, Gerard Gilloon; 13, Max L. Elliott; 15, 16, Marjorie Hinners; 17, Thola Tabor Schenck; 19, Anna W. Olmsted; 20, Mae Walton.
TROY OBSERVER BUDGET—3, E. R. Collins; 3, 15, 16, Alice C. Armstrong; 4, Nicholas J. Bragin; 7, 8, Helen L. Collins; 9, 12, 17, 20, Lois B. Ludowic.
TROY RECORD, TIMES RECORD—1, Garner P. Boney; 3, Roy E. Shudt; 4, C. E. Velie; 8, Mrs. Latimer Reeder; 9, Margot Norton; 10, John P. Sliter.
UTICA OBSERVER-DISPATCH—2, William J. Woods; 4, George C. Wertz; 6, Louie Paige; 8, Kate Judson; 20, Helen Clark.
UTICA PRESS—2, Paul Williams; 4, George C. Wertz; 6, Dante Tranquille; 8, Edna Coe; 20, Helen Clark.
WATERTOWN TIMES—2, Harold B. Johnson, Harry F. Landon, Clarence Webster, Beulah Rector; 5, Howard A. Lennon; 8, 9, Marion Morris; 12, Dominick Pepp; 14, 18, Beulah Rector; 15, 17, David F. Lane; 20, Alfred Tauroney.

NORTH CAROLINA

ASHEVILLE CITIZEN (m), TIMES (e), CITIZEN-TIMES (S)—1, Don C. Shoemaker (C); 3, James H. Caine (C); 4, E. Ray DeVault; 8, Dorothy Snyder (C), Mrs. Mary Ellen Woolcott (T); 20, Daren Hutchison.
CHARLOTTE NEWS—1, Burke Davis; 4, Paul C. Hamilton; 5, J. A. Daly; 8, 9, Mrs. W. E. Adams; 13, J. L. Patterson; 15, 16, Ralph Sprinkle; 17, Mrs. Louise Young Workman; 18, Elsie Sanford.

KEY TO POSITIONS NUMBERED IN THIS DIRECTORY

Numbers preceding names represent: 1, CHIEF AND OTHER EDITORIAL WRITERS; 2, ASSOCIATE EDITORS; 3, COLUMNISTS, 4, CREDIT MANAGER; 5, FINANCIAL EDITOR; 6, CARTOONISTS; 7, GRAVURE EDITOR; 8, SOCIETY EDITOR; 9, WOMAN'S EDITOR; 10, AUTOMOTIVE EDITOR; 11, AVIATION EDITOR; 12, RADIO EDITOR; 13, STAMP EDITOR; 14, TRAVEL EDITOR; 15, THEATRICAL CRITIC; 16, MOTION PICTURE CRITIC; 17, MUSIC CRITIC; 18, BOOK CRITIC; 19, ART CRITIC; 20, LIBRARIAN.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

CHARLOTTE OBSERVER—1, J. A. Parham; 3, T. D. Kemp, Jr.; 4, H. A. Allen; 5, Robert C. Page, Jr.; 8, 9, Mrs. Margaret Abernethy; 11, Dick Brown; 13, Robert C. Page, Jr.; 15, 16, 17, Mrs. Rupert Gillett; 18, LeGette Blythe; 20, Marjorie Dumbell.

CONCORD TRIBUNE—2, 15, W. M. Sherrill; 3, 16, E. Ray King; 4, 7, 13, Zack L. Roberts; 8, Mrs. Mary Cott Griffin; 9, Margaret S. Roberts; 20, Mrs. Mary K. Kidd.

ELIZABETH CITY ADVANCE—2, 4, 5, 7, 8, 15, 16, Herbert Peele; 9, 10, 18, Mrs. Herbert Peele.

FAYETTEVILLE OBSERVER—2, Harry Wild Hickey; 3, George Myrover; 4, Richard M. Lilly; 8, Mrs. Allene Moffitt.

GOLDSBORO NEWS-ARGUS—2, Henry Belk, chief; 4, M. C. Worley; 8, 9, Mrs. Henry Belk.

GREENSBORO NEWS—1, William T. Polk; 2, H. W. Kendall; 3, W. Thomas Bost; 4, Gaines Kelley; 8, Anne Cantrell White; 17, Hermene Warlick Eichhorn; 18, T. E. Wagg, Jr.

GREENSBORO RECORD—2, A. D. Jones; 3, Ted Thompson; 4, Gaines Kelley; 9, Mrs. F. R. Simmons; 18, T. E. Wagg, Jr.

HENDERSON DISPATCH—2, Henry A. Dennis; 4, M. L. Finch; 8, Page Gooch.

HENDERSONVILLE TIMES-NEWS—2, J. T. Fain; 8, 9, Mrs. C. R. McManawy.

HIGH POINT ENTERPRISE—2, Robert L. Thompson; 3, W. A. Bivens; 4, H. A. Cecil; 8, Madaline Hoover; 9, Sarah Alderman.

KANNAPOLIS INDEPENDENT—3, Mack McKa, Bill Workman, Betty Moore, Jazzy Moore, Harry Gwin; 4, Mrs. Beulah Reynolds; 7, Richard Brady; 8, Betty Moore.

LUMBERTON ROBESONIAN—1, J. A. Sharpe, Jr.; 2, J. A. Sharpe, Sr.; 4, John A. Tudor.

RALEIGH NEWS AND OBSERVER—2, Josephus Daniels, chief; R. E. Williams; 3, Dorothy Coble Helms, Blanche Manor; 4, Grace Wilder; 7, Thomas H. Walker; 8, Dorothy Coble Helms; 9, Margarette Smethurst; 17, Agnes Cooper; 18, Flora Coyle; 20, Betsy McMillan.

SALISBURY POST—2, Spencer Murphy; 3, John Harden; 8, Mrs. Mary Linn Collins.

STATESVILLE RECORD—2, C. E. Middlesworth.

WILSON TIMES—2, John D. Gold; 3, John G. Thomas; 4, C. G. Swindell; 8, Mrs. Ed. W. Davis; 9, Sue Jordan; 18, Mrs. J. D. Gold, John G. Thomas.

WINSTON-SALEM JOURNAL—1, Clay Ferree; 2, Lillian Haislip; 7, Art King; 8, 9, Jane Moore; 10, 12, 13, 17, Francis Clingman; 15, 16, Gowan Caldwell; 18, Eleanor Follin; 20, Ella Louise Threatt.

WINSTON-SALEM TWIN CITY SENTINEL—1, H. Clay Ferree; 2, Lillian Haislip; 3, Robert E. Carmichael, Pete Ivey; 7, Worth Bacon; 10, 11, R. Alton Jackson; 12, John D. Langston; 14, Gene Whitman; 15, 16, William East; 17, 19, Annie Lee Singletary; 20, Eloise Threat.

NORTH DAKOTA

BISMARCK TRIBUNE—2, Kenneth W. Simons; 4, John Ehrmantraut; 7, Irene Scott; 8, Marian Pederson; 12, William S. Moeller; 20, Annette Torvik.

DICKINSON PRESS—2, 3, 14, Gordon MacGregor; 3, Mildred O. Davis; 4, Georgia L. Stine; 8, 9, 15, 16, Ann Hollister; 10, 11, J. J. Loh; 17, Robert Hernreid; 18, Louise Moomaw; 19, Alida MacGregor; 20, John Murphy.

DEVILS LAKE JOURNAL—2, H. W. Fredericks; 8, Doris Swenson.

GRAND FORKS HERALD—2, W. P. Davies; 3, W. P. Davies, C. D. Locklin, M. M. Oppegard; 4, Ellen Etling; 5, E. C. Eyler; 6, T. A. Evanson; 8, 9, 17, Edith Thompson; 15, 16, Russell Asleson; 18, Mrs. Carrie Simpson; 20, Sally Glein, Roberta Bertram.

OHIO

AKRON BEACON JOURNAL—1, Lynn Holcomb; 2, Robert Stoper, James Jackson; 3, Kenneth Nichols, Robert Stoper; 5, 10, L. C. Croy; 6, Webb Brown; 8, Juliana Fitch; 9, Ethel Myers; 11, Helen Waterhouse; 12, Dorothy Doran; 15, 16, Edward E. Gloss; 17, Oscar Smith; 18, Margot Jackson; 20, Gladys Ratcliffe.

ASHTABULA STAR-BEACON—1, Ross Smith, Harold Jerabek; 2, 3, G. H. Leggett; 4, D. C. Rowley; 5, 7, 10, J. S. Gotshall; 8, Margaret Renaud; 20, Vera Jennings.

ATHENS MESSENGER—2, Chas. H. Harris; 4, 11, G. K. Bush; 8, 9, Mrs. Marian B. Reeder; 10, 12, G. E. Mitchell.

BOWLING GREEN SENTINEL TRIBUNE—8, 9, Minniebelle Conley.

BUCYRUS TELEGRAPH-FORUM—2, Rowland R. Peters; 8, Evelyn Schieber.

CHILLICOTHE GAZETTE — NEWS ADVERTISER—1, H. E. Oyer; 2, E. A. Ortman (m), G. A. Chandler (e); 3, Amelia Hydell; 4, Jean Ewing; 7, John Rawlings; 8, Martha Angert; 9, Majorie Nangle; 15, 16, Alvin C. Zurcher.

CINCINNATI ENQUIRER—1, William H. Hessler; 3, Ollie M. James; 4, Albert Imsande; 5, Jack Cronin; 6, Harold E. Russell; 7, William Thompson; 8, Jane Finneran; 9, Mary Gorey; 10, Robert C. Beiser; 11, Robert H. Helmer; 12, Robert Bentley; 14, John P. Rhodes; 15, 16, E. B. Radcliffe; 17, Frederick Yeiser; 18, Jas. T. Golden; 19, Mrs. Mary L. Alexander; 20, Harry A. Pence.

CINCINNATI TIMES-STAR — 1, Clark Firestone, Jos. Sagmeister; 2, Hulbert Taft; 4, Philip Diehl; 5, Bernard B. Boer; 6, Claude Shafer; 8, Mrs. Carmichael; 9, Sarah M. Austin; 10, 11, Chas. R. Bonner; 12, France Raine; 14, Lew M. Heck; 15, 16, Helen Detzel; 17, Robert Hess; 19, Cherry Greve; 20, Nora Bunting.

CLEVELAND PRESS—1, A. T. Burch; 2, John Markham; 3, John Love, David Dietz, Jack Raper, Fred Sterbenz, Norman Siegel, Dilworth Lupton; 4, H. B. Pugsley; 5, Seward Sheldon; 6, Willard Combes; 7, Donald Dunham; 8, Clotilda Ball; 9, Clintie Winfrey; 10, Nelson Moore; 11, Edward Clarke; 12, Norman Siegel; 13, Margaret Johnson; 14, Charles Patterson; 15, 16, Omar Ranney; 17, Arthur Loesser; 18, Richard McLaughlin; 19, Milton Widder; 20, Lawrence Schreiber.

CLEVELAND NEWS—1, John M. Storm; 3, Jack Kennon, Ed. Bang, Cornelia Hadsel; 4, Kenneth J. Sharpe; 5, Fred F. Duncan; 6, John McGaw; 7, A. J. Cowie; 8, Cornelia Hadsell; 9, Eve Keleher; 10, C. V. Talbot; 11, Ray Turk; 12, 17, Elmore Bacon; 15, 16, Peter Bellamy; 18, David H. Appel; 20, Beatrice Russell.

CLEVELAND PLAIN DEALER—2, Russell Weisman, chief; Spencer Irwin, Eddie Randall, C. W. Lawrence, Ralph Donaldson; 3, Ted Robinson, Eleanor Clarage, Russell Weisman, James E. Doyle, R. T. F. Harding; 5, Guy T. Rockwell; 6, J. H. Donahey, Ed. Kuekes; 7, E. T. Rice (picture page); Clyde Caldwell (roto); 8, Cornelia Curtiss; 10, 14, Harry W. Smith; 12, Robert Stephan; 13, Don Grieve; 15, W. F. McDermott; 16, Ward W. Marsh; 17, Herbert Elwell; 18, E. M. Robinson; 19, Grace Kelly; 20, Bill Preston.

COLUMBUS OHIO STATE JOURNAL—1, 2, J. A. Meckstroth, Marshall Hall; 9, Clyde Moore, Danny Flavin; 4, Eugene T. Spetnagel; 5, 13, 18, Marshall Hall; 6, Leo I. Egli; 7, Arthur A. Parks; 8, 9, Barbara Haddox; 12, 15, 16, 17, Harrold C. Eckert.

COLUMBUS DISPATCH—2, A. C. Johnson, Sr., L. Connor, E. Cady, Preston Wolfe; 3, Johnny Jones, Elmer P. Fries; 4, Franklin D. Lunsford; 5, 10, Robert N. English; 6, Ray Evans, Harry Keys, Dudley Fisher, Robert Vittur; 7, Walter J. Stahl; 8, Eleanor Addison; 9, Lillian Taylor; 11, Bob Wells; 12, 19, Richard A. Mohr; 15, 16, 17, Samuel T. Wilson; 18, Christin Walker; 20, Ray Blowers.

COLUMBUS CITIZEN—2, Walter Morrow; 3, James Fusco; 4, Arthur Herr; 5, 13, J. Charles Baxter; 6, Al Getchell, Leland McClelland; 8, 9, Betty Cunningham; 11, Gerry Turner; 12, Herman Kissel; 15, 16, Ann Starr; 17, Anne Grimes; 18, Jack Keller; 19, Katherine Sater; 20, Gertrude Cole.

CONNEAUT NEWS-HERALD—8, 9, Jane Olds; 11, 12, Robert St. John; 14, 15, 16, 17, 18, Earl C. Hankins.

DAYTON HERALD—2, Michael Bradshaw; 3, Jerry Fox, Chesta Fulmer, Bob Husted; 4, Carl Gross; 5, Amherst Eaton; 8, 9, Elizabeth Doody; 11, Alexander McSurely; 14, Aline Edwards; 15, 16, A. E. Kany; 17, 18, 19, Merab Eberle; 20, Ethel Harper.

DAYTON JOURNAL—4, Carl Gross; 8, 9, Margaret Ann Ahlers; 12, Gordon Graham; 14, Aline Edwards; 15, 16, A. S. Kany; 17, 18, 19, Merab Eberle; 20, Ethel Harper.

DAYTON NEWS—1, Walter Locke; 2, Walter Locke, Wm. Myers; 3, 12, 18, Blanche Gouffaut; 4, Morris Coffman; 5, Mason Blosser; 7, Myron Scott; 8, Elizabeth Lyman; 9, 17, 19, Betty Dietz; 10, 13, 14, Max Kohnop; 11, Herbert Shaw; 15, 16, Marianna Rehling; 20, Katherine Turner.

DEFIANCE CRESCENT-NEWS — 2, 5, Ralph W. Peters; 4, Lee O. Tustison; 8, 9, Willo Baringer.

DELAWARE GAZETTE—1, H. C. Thomson, H. C. Reed; 2, W. D. Thomson; 4, M. T. Gay; 8, 9, Elsie Leady; 10, 12, 17, K. C. Virtue; 15, 16, Lynn Doudna; 18, H. C. Reed.

EAST LIVERPOOL REVIEW—4, Ralph Deshler; 8, Mrs. Sara V. Gardner.

ELYRIA CHRONICLE TELEGRAM—8, Dorothy B. Funk; 10, Robert W. Funk.

FINDLAY REPUBLICAN-COURIER — 8, Helen Love; 12, W. H. Herring.

FOSTORIA REVIEW—2, Fred M. Hopkins; 3, 17, Constance Hopkins; 8, Ange Cole; 12, Kathleen Teeple; 18, E. M. Hopkins; 20, Emma Reber.

FOSTORIA TIMES—1, 4, J. H. Williams; 2, A. S. Bryan; 8, 9, Irma DeVore; 12, J. Wallace; 13, Ray Harisook.

GALLIPOLIS TRIBUNE—1, E. W. Mauck; 8, Margaret D. Carter.

GENEVA FREE PRESS—8, 12, Mrs. Doris McIlrath; 15, Mina Detzig.

HAMILTON JOURNAL-NEWS—2, H. R. Grosvenor; 8, Hilda Fontaine; 9, Frances Grosvenor; 12, Elma Brandenburg.

IRONTON TRIBUNE—2, 18, K. J. Barron; 3, K. J. Barron, C. J. McCarthy, Richard Schreiber; 7, 16, 20, S. J. Morris; 8, 9, 17, Min Schachleiter; 19, C. J. McCarthy.

KENTON NEWS & REPUBLICAN—1, 12, E. S. Rutledge; 3, Mary K. Bippus; Carl Drumm; 4, J. M. Zimmerman; 8, 16, Mary K. Bippus; 10, H. E. Talbert; 18, Winifred Decker.

LANCASTER EAGLE-GAZETTE—2, 7, Richard Mattox; 8, 9, Blanche Zink.

LIMA NEWS—2, W. H. Hagen; 3, L. S. Galvin; 4, R. F. Corcoran; 8, 9, Jeanette Stalzenbach; 12, Richard Moffett; 15, 16, Clarence Gratz.

LOGAN NEWS—2, R. S. Rochester; 3, Ruby Nelle Rochester, Wilhelmine Deissle; 4, Velma M. Bolden; 8, 9, Mary Sloan; 13, 18, R. N. Rochester.

MANCHESTER SIGNAL—1, 9, V. N Wilkerson; 7, 15, 16, Mrs. Herman Dugle.

MANSFIELD NEWS-JOURNAL—2, G. J. Kochenderfer; 3, 15, Esther Smith; 4, H. W. Hoffman; 5, 7, Ken Woodman; 8, Betty Strothers; 10, 11, V. Stanfield; 12, Rex Hess; 14, Virginia Lee; 18, J. W. Graham.

MARIETTA TIMES—2, F. B. McKinney; 8, 12, Martha Eikleberry; 15, A. K. Bedilion.

MARION STAR—2, Harry S. Elliott; 8, 9, Edna S. Dutton; 11, Robert W. Byrd; 12, Annette Boyd; 15, 16, Hallie E. Houck.

MARTINS FERRY TIMES-LEADER—1, C. C. Mackey; 2, A. V. Dix; 3, A. V. Dix, G. C. Dix, C. C. Mackey, H. W. McWilliams; 4, 18, D. Morton; 7, 17, George Betts; 8, 9, 11, Barbara Selby; 12, Grace Coleman.

MOUNT VERNON NEWS—1, Fred Lorey, R. W. Harris; 2, 5, Justin E. Devalon; 4, G. T. Culbertson; 8, 9, Josephine Lee; 17, Fred Lorey.

NEWARK ADVOCATE AND AMERICAN TRIBUNE— 4, Meica Wilbur; 6, Paul C. Fulks; 8, 15, 16, 17, Hazel Kirk; 12, Irene Cosgrove.

PIQUA CALL—1, 18, Belle Lee Ridenour; 2, 4, C. F. Ridenour; 3, 8, 9, 16, Lola Hill; 7, P. W. Stiles; 12, Harry Henkle.

PORTSMOUTH TIMES—4, E. W. Aulthouse; 8, Margaret Sauter; 12, Harry O. Martin; 16, 18, Nancy Grimes.

SIDNEY NEWS—8, Mildred Cronley; 9, Margaret Graham; 12, 20, Dorothy Waddell.

TIFFIN ADVERTISER-TRIBUNE — 1, Ralph Keller; 3, John H. Thompson, John Van Camp; 4, E. T Rodgers; 8, 9, Myra Burkett; 12, A. Whalen.

TOLEDO BLADE—1, Wm. E. Hall, Lucas J. Beecher, Arthur A. Peterson; 3, Chub De Wolfe, Arthur A. Peterson; 4, George A. Steger; 5, Frank L. Skeldon; 6, Cy Hungerford; 7, Raymond A. Werneke; 8, Helen F. Graham; 9, Ruth Elgutter; 10, Hughie Jennings; 12, Eleanor Moran; 14, Dewey Gettins; 15, 16, Mitch Woodbury; 17, Arthur A. Peterson; 18, William E. Hall; 20, Helen Lee.

TOLEDO TIMES—5, Arnold Fauss; 7, A. C. Nute; 8, V. Ada Rheinfrank; 9, Alice Barr; 15, 16, Marie Hartough; 20, Ardeth White.

TORONTO TRIBUNE—8, 9, Olive Lawson.

TROY NEWS—1, Sag. Kash, Addie McElfresh; 2, 4, A. C. McClung; 3, Chas. E. Mattocks, W. J. Miller; 8, Blanche McCann.

URBANA CITIZEN—4, L. Kavanaugh; 8, Kathryn Houk.

VAN WERT TIMES-BULLETIN—8, Laura Germann; 12, Ira Redlinger.

WASHINGTON COURT HOUSE RECORD HERALD—2, 18, Forest F. Tipton; 4, Christine Switzer; 5, 7, 11, Howard Harper; 8, 9, Mrs. John Browning; 10, 14, 17, 19, B. E. Kelly; 12, Dorothy Jones; 15, Caroline Browning.

XENIA GAZETTE—3, P. W. Frame, Dallas Marshall, Suphia Day, Mildred Mason, Emanuel Good; 8, Mildred Mason; 12, Esther Shelly; 16, Jack D. Jordan; 20, Martha Adams.

YOUNGSTOWN VINDICATOR—2, George R. Madtes; 3, Esther Hamilton, Charles A. Leedy, Larry Flint, Frank B. Ward, Lawrence Stolle, George Vincent; 4, Gustavus A. Houck; 5, George R. Reiss; 6, Lloyd S. Jones, Ralph Woodburn; 7, I. I. Mansell; 8, Nellie Brown; 9, Mabel Miller; 10, Larry Flint; 11, George R. Reiss; 12, Virginia Glover; 13, Polly Hossel; 14, A. D. LeMonte; 15, 16, 18, William FitzGerald; 17, Col. L. R. Boals; 19, Albert Wearstler; 20, Grayce A. Flynn.

ZANESVILLE TIMES RECORDER & SIGNAL AND SUN TIMES SIGNAL—1, 2, C. E. Granger, C. C. Stebbins; 3, J. E. Rathbun, Alan Gonder; 4, 10, 13, 14, 18, 20, O. B. Littick; 7, Fred Young; 8, 9, Mary Diehl (m), Clare Herbert (e), Louise Baker (S); 11, 15, 16, Alan Gonder; 12, J. E. Rathbun (m), Howard Spencer (e-S); 19, C. C. Stebbins.

OKLAHOMA

ADA NEWS—4, Loma Agnew; 7, James Cooper; 8, Frances Byrne.

ALVA REVIEW-COURIER—2, 4, Bob Lee Kidd, Jr.; 8, Harriet Hellman; 9, E. A. Hollen.

ANADARKO NEWS—2, 18, Joe W. McBride; 3, Wallace Kidd; 8, Roberta Barlow.

ARDMORE ARDMOREITE—2, J. H. Snyder; 3, Sam Blackburn; 8, Mrs. Ethel Rockett.

BARTLESVILLE EXAMINER & ENTERPRISE—2, N. D. Welty; 3, N. D. Welty, Newell G. Welty; 4, Donald R. Welty; 8, 9, Meda Smith; 18, Budge Welty.

BLACKWELL JOURNAL-TRIBUNE — 4, Phil McMullen; 8, 9, Pansy Plumlee; 18, Helen McMahon.

CLINTON NEWS—2, Chas. E. Engleman; 3, 7, Virginia Million; 4, Mrs. Ruby Mae Weitner; 8, Mrs. John Meyer.

DUNCAN BANNER—2, B. L Abernethy; 4, Stanton Bretschneider; 8, Mary Catherine Bond.

ENID NEWS AND EAGLE—1, M. C. Garber; 2, Waldo Clegg; 4, Elgin E. Freeman; 8, Evelyn Messer; 13, Allen Thomas.

FREDERICK LEADER—2, R. O. Cull; 4, Emma Perkins; 8, Tempe B. Newland.

HOLDENVILLE NEWS—2, 4, Tom R. Phillips; 8, 9, 18, Blanche Cordell Hicks; 20, Mildred Graham.

HUGO NEWS—2, R. E. Schooler; 4, W. E. Schooler; 8, Mrs. Lois Grady.

LAWTON CONSTITUTION—2, Ned Shepler; 4, W. M. Patton; 7, Carter Waid; 8, Cleva Joyner; 9, Polly Trimble; 20, Ione Price.

MUSKOGEE PHOENIX—2, 12, Paul A. Bruner; 4, Lee Diwine; 5, Roy D. Bradshaw; 8, 9, Eva Forbes; 11, Tom Root; 15, 16, Paul Sadler; 17, Jack Hawn; 18, Nell Bruner; 20, Jean Davana.

MUSKOGEE TIMES-DEMOCRAT—2, 12, Paul A. Bruner; 3, 8, 9, Eva Forbes; 4, Lee Diwine; 5, Roy Bradshaw; 11, Tom Root; 15, 16, Paul Sadler; 17, Jack Hawn; 18, Nell Bruner; 20, Jean Davana.

OKLAHOMA CITY OKLAHOMAN AND TIMES—2, Luther Harrison, R. G. Miller, Elmer Peterson; 3, Edith Johnson, Harold Mueller; 4, Asa Schenk; 5, Ramon Martin; 8, Frances Townsend; 9, Marjorie Rone; 15, 16, Bruce Palmer; 17, C. B. Macklin; 18, Kenneth Kauffman; 19, Nan Sheets; 20, Edna Meacham.

OKMULGEE TIMES—2, Joe N. Croom; 3, Joe N. Croom, Hugh T. German, Paul Swain, Barbara Frevert, Charles L. Wadley, Max Bishop; 4, W. W. Barnum; 8, 9, Barbara Frevert; 20, Katharene W. Croom, Barbara Frevert.

PAWHUSKA JOURNAL CAPITAL—8, Mrs. Marguerite Meyers; 13, Bill Blanc; 18, W. R. Blanc.

PERRY JOURNAL—2, 12, 13, 17, 18, W. K. Leatherock; 3, Jane Schneider; 4, H. A. DeLashmutt; 15, 16, Fred Beers.

PONCA CITY NEWS—2, Clyde E. Muchmore; 4, E. J. Baker; 7, 10, Carl Thomas; 8, Henrietta Boylan Bucker.

TULSA TRIBUNE—1, Amy Comstock, Victor Barnett; 2, Jenkin Lloyd Jones; 3, Roger V. Devlin; 4, R. R. Rhine; 5, Ed. J. Murray; 8, Lucy May Smith; 9, Florence Lee Rheam; 20, Cleve Bullette.

TULSA WORLD—2, Marshall Smith; 3, Kay Short, Otis Lorton; 5, Walter Ahlum; 7, 15, 16, John Booker; 8, Nancy Fleming; 9, Katherine Walling Short; 13, Paul Hedrick; 18, Elizabeth Hughes; 19, Maurice DeVinna; 20, Cleve Bullette.

WEWOKA TIMES-DEMOCRAT—2, 18, Robert V. Peterson; 3, Oklahoma White, Shannon Wheeler; 4, Clara Barton; 8, Oklahoma White; 10, E. M. Sellers.

OREGON

ALBANY DEMOCRAT-HERALD—2, 11, W. C. Eakin; 4, Mabel Keebler; 5, 10, 14, R. R. Cronise; 7, 12, 13, Walter Coover; 8, 9, 15, 16, 17, Ianthe Smith; 18, Charles D Alexander.

ASTORIA ASTORIAN-BUDGET—1, Robt. W. Lucas; 2, M. R. Chessman, R. W. Lucas, Harry Whitten; 3, Harold Haynes; 4, O. M. Olsen; 8, 9, Mrs. Dorothy Chessman; 17, 20, Margaret Ray.

BEND BULLETIN—1, Henry Fowler; 8, Clara Davis; 10, Frank Loggan.

CORVALLIS GAZETTE-TIMES—2, C. E. Ingalls; 8, Merle Hollister.

EUGENE REGISTER-GUARD—8, Marian Lowry.

GRANTS PASS COURIER—2, Earle E Voorhies (in service); 8, Mrs. Maida Page.

LA GRANDE OBSERVER—2, Frank Schiro.

MEDFORD MAIL TRIBUNE—2, 18, Robt. W. Ruhl; 3, Arthur Perry; 4, Ernest R. Gilstrap; 8, Elizabeth Allen; 10, Herbert G. Gray.

MARSHFIELD COOS BAY TIMES—2, Sheldon F. Sackett, William L. Baker, W. K. Brownlow; 3, Olive Barber, George H. Duffield; 8, 9, 18, Lucille McLain; 15, Alan L. Torbet.

OREGON CITY ENTERPRISE—1, Ed Goetzl, Tommy Hoxie, Mrs. E. E. Brodie; 3, Tommy Hoxie; Charles Graham Thurston; 4, Frances Hess; 8, 20, Maxine Parker; 9, Mrs. E. E. Brodie.

PENDLETON EAST OREGONIAN—1, Nolan Skiff; 2, E. B. Aldrich; 4, L. W. Drake; 8, Elsie Dickson.

PORTLAND JOURNAL—1, Tom Humphrey; 2, Marshall N. Dana, chief; Tom Humphrey, Chas. T. Hoge; 3, Dean Collins, Mrs. Lois P. Myers; 4, Charles Hogan; 5, H. S. McNutt; 6, Howard Fisher; 7, Sam Raddon, Jr.; 8, Mrs. Ruth Kern; 9, Frances Blakely; 10, 14, Ernest W. Peterson; 11, Ann Marcotte; 12, Jean Yount; 15, 16, Harold Hunt; 17, Sussie Smith; 18, Eleanor MacMillan; 19, Elinor Pillsbury; 20, Lillie Stricker.

PORTLAND OREGONIAN—1, R. J. Calvert, Ben Hur Lampman; 2, Phil Parrish; 4, Clayton Sims; 5, Leon Baketel; 6, Ralph Lee, Quincy Scott; 7, John Piper; 8, Gladys Bowen; 9, Nancy Morris; 12, William Moyes; 15, 16, Herbert Larson; 17, Hilmar Grondahl.

SALEM STATESMAN—2, Charles A. Sprague, Ralph C. Curtis; 3, Al Lightner, Isabel Childs, Ethan Grant, Ruth Matthews, R. J. Hendricks; 8, 9, 17, Maxine Buren.

PENNSYLVANIA

ALLENTOWN CALL-CHRONICLE — 1, David A. Miller; 2, Percy B. Ruhe, William D. Reimert; 3, Preston A. Barba, Lloyd Moll, William Troxell; 4, William S. Iobst; 5, Floyd Stickle; 6, Bud Tamblyn; 8, Francis Weishample, Martha Schlotterer; 10, Kenneth D. Kostenbader; 12, Shirley Neuman; 13, William Reimert; 14, 20, Fred W. Weiler; 15, 16, John Y. Kohl; 17, Francis Weishample, Mildred Diefenderfer; 18, John A. Baker; 19, Preston A. Barba.

ALTOONA MIRROR—4, S. A. Coffey.

ALTOONA TRIBUNE—4, Joseph A. Faul; 8, 9, Mary Grace Kirsch; 10, 12, Robert W. McBurney.

AMBERIDGE CITIZEN—8, 9, Ruth Walter McCune; 15, 16, Robt. Machesney; 18, Sara D. Caldwell.

BETHLEHEM GLOBE-TIMES—4, F. G. Hoch; 8, 9, Bessie Sawyer; 20, Florence Batt.

BRADFORD ERA AND STAR-RECORD—1, J. Meixell, T. Garin, Fred Totten; 4, 10, W. E. Eysinger; 8, 9, Jeanne Barber; 15, 17, 18, M. Miskell; 20, J. Guido.

BROWNSVILLE TELEGRAPH—2, John Matta, Jr.; 3, John Matta, Jr., Lew W. Hays, Robert Petrillo; 7, Lew Hays; 8, 9, 20, Dora Apone.

CARBONDALE LEADER—8, Hilver Johnson

CHESTER TIMES—2, Jack B. Thompson; 4, Edward O'Connor; 7, Bill Ahlstrom; 8, Frances Campbell; 9, Mrs. Arthur W. Warner; 12, Ed. Johnston.

CLEARFIELD PROGRESS—2, William J. Thomas; 3, Lee Sunday; 7, P. W. Poessner; 8, 9, Dorothy Wynn Downes.

CONNELLSVILLE COURIER—1, Jas. M. Driscoll; 8, Lynne B. Kincell.

CORRY JOURNAL—2, Arthur Colegrove; 3, Vance Allen, W. P. Lombard, Martha Wallace; 4, M. E. Terry; 8, Martha Wallace.

EASTON EXPRESS—4, M. N. Kressman; 8, 9, Catharine McGrath; 10, S. F. Bossard; 15, 16, Clinton Textor.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. DAILY NEWSPAPERS—Continued

ERIE DISPATCH-HERALD—1, A. J. White; 2, J. A. Wurzbach, A. J. White; 3, J. A. Wurzbach, A. J. White, Ray Peebles; 4, J. O'Hern; 8, Maybell Hayes; 9, 12, C. B. Hellinger; 10, Paul Albracht; 13, J. R. Babe, Jr.; 14, Harold Mickle; 15, 16, 17, J. A. Wurzbach; 18, Bruce Haddon; 20, F. J. Kaltenbacher.

ERIE TIMES—2, 3, John Mead, Jr.; 4, Earl Sprickman; 8, Hy Yaple; 9, Mary McKee; 12, H. Parsons.

HANOVER SUN—9, 14, 15, 17, H. B. Hostetter; 12, E. H. Wallace; 18, T. Y. Cooper.

HARRISBURG TELEGRAPH—2, William Worst; 4, J. Russell Sheffer; 7, 15, 16, Paul Walker; 8, 9, 17, Mrs. Lillie Harris; 10, 11, Ralph Schraedley.

INDIANA GAZETTE—8, Mrs. Robert Sutton.

JERSEY SHORE HERALD—1, Jacque G. Bowes; 2, E. M. Parker.

KITTANNING SIMPSONS' DAILY LEADER-TIMES—1, 10, 12, 13, 14, Wayne B. Owen; 4, 5, Corbin W. Wyant; 8, 9, 20, Ethelyn E. Young; 11, Robert Moorhead.

LATROBE BULLETIN—3, William S. Robbins; 4, Rose E. Berkmyre; 8, 12, Margaret Cline.

LEHIGHTON LEADER—2, 3, Les G. Carpenter.

LEWISTOWN SENTINEL—2, Meredith Meyers; 3, Benjamin Meyers, Richard Ruble; 4, J. Shunkwiler; 7, Ralph Attivo; 8, 9, Mrs. Irma Stuck; 16, Preston Rittenhouse.

LOCK HAVEN EXPRESS—1, Elizabeth C. Moyer, Martha B. Zeigler; 2, Rebecca F. Gross; 3, John P. Wynne.

MEADVILLE TRIBUNE REPUBLICAN—1, K. P. Williams; 2, Robert S. Bates; 4, J. D. Richards; 8, Gertrude D. Thomas.

MONESSEN INDEPENDENT—8, Besse M. Dowler.

MONONGAHELA REPUBLICAN—8, Mrs. Asline McC. Sloan.

MOUNT CARMEL ITEM—1, John H. Latshaw; 10, Stephen A. Milo.

NEW CASTLE NEWS—8, Jean Glenn.

NORRISTOWN TIMES HERALD—2, 5, 7, 18, 20, Frederick S. Fox; 4, Frederick G. Becker; 8, 15, 17, 19, M. Theresa Collins; 9, Mary McMullin; 10, Walter J. Robinson; 11, 12, 13, Dick Dean; 14, Wilmer D. Cressman, Jr.; 16, Gerald F. Selinger.

OIL CITY DERRICK & BLIZZARD—1, John O'Donnell, A. C. MacIntyre; 2, John O'Donnell, P. M. Young; 3, J. A. Rich; 4, T. J. Moran; 5, H. L. Schultheis; 8, Betty J. Allen, Margaret Bresnan; 16, Ann J. Loebelenz.

PHILADELPHIA INQUIRER—2, Paul M. C. Warner, Harold J. Wiegand, Robt. W. Jones, Louis Winter; 3, John M. Cummings, John C. O'Brien, Ivan H. "Cy" Peterman; 4, R. M. Pease; 5, R. C. Moorhead; 6, Hugh Hutton, E. Angelo, J. Carver Pusey; 8, Mary D Scholl; 9, 14, E. B. Thompson 12, 13, Frank Rosen; 15, 17, Linton Martin; 16, Mildred Martin; 18, Alexander Kendrick; 19, C. H. Bonte; 20, Paul P. Foster.

PHILADELPHIA NEWS—2, Lee Ellmaker, R. B. Vale; 3, Lanse McCurley, Edward Delaney, Emory Mallowan, Julia Shawell, Robert Vale, Sid Gathrid; 4, G. E. Nelson; 5, Jack Morris; 10, Gary Erb; 12, 15, Sid Gathrid; 14, W. K. Wilson; 16, Lenore Bushman; 17, Phil Klein.

PHILADELPHIA RECORD—1, A. L. Clarke, Alexander R. Griffin; 2, Arthur Pierce, George Burns, Edwin Kemp; 3, Charles Fisher, Walter Smith, William Dooly; 4, J. E. Baker; 5, John F. McKiernan; 6, Jerry Doyle; 7, Alexander R. Griffin; 8, Judith Jennings; 9, Eleanor Pollock; 10, Frank McDevitt; 12, George Lilley; 13, Edward Maguire; 15, 17, Edwin Schloss; 16, Elsie Finn; 18, Charles Lee; 20, Charles Martyn.

PHOENIXVILLE REPUBLICAN—3, 20, John Westwood; 8, 9, Mrs. Charlotte Templin.

PITTSBURGH POST-GAZETTE—1, Paul Block, Jr., C. W. Dressler; 2, C. W. Dressler, J. M. Flanagan; 3, J. F. MacFarlane, C. F. Danver; 5, Arthur Friedman; 6, Cy Hungerford; 7, E. M. Wilson; 8, Anne Ryan Lesh; 9, Frances Walker; 12, Vincent Johnson; 15, 16, Harold Cohen; 17, D. S. Steinfirst; 19, Jeannette Jena; 20, Margaret Donley.

PITTSBURGH PRESS—1, Kermit McFarland; 2, Edward T. Leech; 3, Florence Fisher Parry, Maxine Garrison; 4, Andrew G. Bigger; 5, Dale McFeatters; 6, Jack V. Berger, Vernon Lind, Ralph Reichold; 7, 9, 18, William A. White; 8, Constance Humphrey; 10, 14, James Miller; 11, Henry Ward; 12, Si Steinhauser; 15, Kaspar Monahan; 16, Kaspar Monahan, Dick Fortune; 17, Ralph Lewando; 19, Douglas Naylor; 20, Mrs. Elsa M. Mansmann.

PITTSBURGH SUN-TELEGRAPH—2, Max Henrici; 4, Wm. H. Eichenberg; 5, J. P. Egan; 7, William E Baird; 8, Bernice Shine; 9, Marion Leslie; 10, Frank Grunagle; 12, Samuel G. Kennedy; 13, P. B. Digby; 15, Karl Krug; 16, Wm. J. Lewis; 17, J. Fred Lissfelt; 20, William Frank.

POTTSVILLE JOURNAL—1, 10, David E. Yocum; 2, H. I. Silliman; 8, Catherine Bright; 15, 16, Herwood Hobbs.

POTTSTOWN MERCURY—2, 3, 13, 16, 18, Shandy Hill; 4, Lewis Feather; 8, June Trayer.

READING EAGLE-TIMES—2, Herbert Kohler; 4, Adam Ludwig; 6, Leroy Gensler; 8, Katherine Y. Ancona, Frances Hamel; 9, Miriam Stryker, Frances Hamel; 11, Nick Moser; 13, John Everline; 17, Carolyn Albright; 20, Nathaniel Gring.

SCRANTON SCRANTONIAN—1, Thos. F. Connor; 2, Robert Arthur; 4, Herman Bassoff; 6, Joseph Fadden; 8, 9, Christine Gibbons; 17, Dr. D. E Jones.

SCRANTON TRIBUNE—1, Thos. F. Connor; 2, Robert Arthur; 4, Herman Bassoff; 6, Joseph Fadden; 8, 9, Christine Gibbons; 17, Dr. D. E. Jones.

SCRANTON TIMES—1, Thomas F. Murphy, C. Fred Henne; 2, Edward J. Lynett; 3, E. J. Gerrity; 4, W. T. Cullen; 6, James B. Walsh; 8, Jeannette Reese; 9, Emily Wilcox; 20, Arthur Goodes.

SHAMOKIN NEWS-DISPATCH — 1, 2, Joseph Agor; 4, R. E. Malick.

SHARON HERALD—2, J. D. Shatto; 4, G. A. Harshman; 7, H. W. Eyman; 8, Marion Shatto; 20, Sara R. McDowell.

SOMERSET AMERICAN—1, Mary Black; 2, Henry Baker Reiley.

STATE COLLEGE CENTRE TIMES—1, Jack H. Yeager; 3, A. R. Warnock, W. L. Werner, W. S. Hoffman; 4, J. Houtz; 8, Mary B. Rogers; 15, 16, Margaret T. Riley; 17, Kathryn Popp.

TARENTUM VALLEY DAILY NEWS—1, Ray R. Stuart; 3, Chas. P. Howe, G. D. Stuart; 3, Hal H. Harrison, Frieda Dudt; 4, 5, 17, 18, 19, George P. Schmitt; 7, Julia Rishel; 8, 9, Marguerite Bush; 10, George N. Scheid; 12, Wm. Kennedy; 13, Hal H. Harrison; 14, 15, 16, Julia Rishel.

TYRONE HERALD—2, A. Raymond Flenner; 3, Paul M. Goheen.

WEST CHESTER LOCAL NEWS—2, Edwin L. McKinstry; 4, L. Herbert Shields; 7, Henry L. Brinton; 8, 9, 12, 20, Blanche L. Singer; 13, A. Wayne Elliott; 15, 18, 19, George H. Straley.

WILKES-BARRE RECORD—2, Robert W. Johnson; 4, Carolyn G. Hourigan; 8, Dorothy Eshelman; 9, Marion H. Redington; 12, Karl Ashworth.

RHODE ISLAND

NEWPORT HERALD—2, 8, 12, W. D. Hazard; 17, Frank T. Peckham, Jr.; 18, 19, Erich Taylor.

NEWPORT DAILY NEWS—8, Emil E. Jemail.

PAWTUCKET TIMES—2, D. J. Lawlor; 4, I. R. Van Aurmen.

PROVIDENCE EVENING BULLETIN—2, George W. Potter, Paul Moyer, W. H. Harrison, Fred C. Perry, Merwin Aultman; 3, Sevellon Brown, 3rd, Philomena Hart, Etta V. Leighton, Kathleen Atkinson, Dr. D. L. Richardson; 4, Harry Lee; 5, T. F. Tilton; 6, Paule Loring; Frank B. Lanning; 7, Arthur C. Johnson; 8, Alice E. Dyer; 9, Edith A. Nichols; 11, George Pelletier; 12, Ben Kaplan; 15, 16, Bradford F. Swan; 17, George Y. Loveridge; 18, Winfield Scott; 19, F. R. Sisson; 20, Stephen A. Greene.

PROVIDENCE JOURNAL—2, George W. Potter, Paul Moyer, W. H. Harrison, Fred C. Perry, Merwin Aultman; 3, Frederick Collins, Sevellon Brown, 3rd, Dr. D. L. Richardson; 4, Harry Lee; 5, T. F. Tilton; 6, Milton Halladay, James Henderson, Paule Loring, Frank B. Lanning; 7, Arthur C. Johnson; 8, Alice E. Dyer; 9, Edith A. Nichols; 11, George Pelletier; 12, Ben Kaplan; 13, John Hawkins; 15, Bradford F. Swan; 16, Bradford F. Swan (d), Paul B. Howland (S); 17, George Y. Loveridge; 18, Winfield Scott; 19, F. R. Sisson; 20, Stephen A. Greene.

WESTERLY SUN—1, C. Starr Barker; 2, George B. Utter; 3, William A. Cawley; 4, J. Perry Barker; 8, Jean Mariott; 13, Talbot Holland; 17, Harry Lawton.

WOONSOCKET CALL—2, Jack Burgess, Buell W. Hudson; 3, George H. Farrar, Jr.; 4, Russell N. Bentley; 5, 7, 10, 11, Jack Burgess; 8, 9, 15, 17, 19, Aileen M. Kelley; 12, 15, 16, John H. Luttrell; 14, 18, Buell W. Hudson; 20, Mrs. Doris C. Cournoyer.

SOUTH CAROLINA

ANDERSON INDEPENDENT-TRIBUNE—1, L. S. Hembree; 2, S. A. Hall; 3, P. Browne, T. F. Acker, Claud Canup; 4, J. D. McCoy; 7, Archie Cochran; 8, Mrs. Carrie McC. Patrick; 10, Herbert Hall; 11, Mrs. H. Acker; 12, Virginia Mauldin; 16, Mrs. Eugene Haley; 18, Sara Vandiver; 20, Mrs. Caroline Hembree.

ANDERSON MAIL—1, J. B. Hall; 2, J. E. Wigington; 3, J. E. Wigington, W. F. McGee, Dr. R. F. Kirkpatrick; 4, J. D. McCoy; 7, H. Curry; 8, Beth Ann Wiles; 9, Sara Vandiver; 10, Herbert Hall; 11, B. McDaniel; 12, P. Browne; 15, Franklin Acker; 18, B. A. Wiles; 20, Caroline Hembree.

COLUMBIA STATE—1, H. R. E. Hampton; 2, S. L. Latimer, Jr.; 4, J. C. Huggins; 8, 9, Mrs. Harold C. Booker, Jr.; 17, 18, M. DuQ. Bonnoitt.

GREENVILLE NEWS (m) & PIEDMONT (e)—2, J. E. Brunson, Judson Chapman, L. N. Foy; 4, Minnie S. Crane; 9, Lutie McGee (m), Eleanor Barton (e); 12, Beverly T. Whitmire; 16, Emory Smith (m), Judson Chapman (e); 17, Eleanor Barton; 18, James Walker (m), Judson Chapman (e); 20, Mrs. Ruth Carr.

SPARTANBURG HERALD (m), JOURNAL (e)—3, 4, Jack Button (J); 5, Irby Koon (H); 7, T. A. Smith (H-J); 8, 9, Mrs. Dorothy Lloyd (J), Mrs. Louise Button (H); 15, 16, 17, 18, 19, Jack Button (J), Bud Seifert (H).

SUMTER ITEM—1, Jno. E. McKnight; 2, H. G. Osteen, H. D. Osteen; 4, R. W. Beaty; 8, Frances Hilderbrand.

ABERDEEN AMERICAN-NEWS—2, J. A. Bailey, Henry J. Schmitt; 3, J. A. Bailey, Larry Desautels, Nancy Rozendal; 4, 10, Fred C. Stellner; 8, 9, 17, Nancy Rozendal; 15, 16, F. C. Patten.

SOUTH DAKOTA

MITCHELL REPUBLIC—2, E. M. Brady; 8, 9, Maxine Herzog.

PIERRE CAPITAL JOURNAL—1, 2, 8, 10, 14, R. B. Hipple.

SIOUX FALLS ARGUS-LEADER—1, 2, F. C. Christopherson; 3, Gabe Coffrey, Bob Jones; 8, 9, Nettie Cordin.

WATERTOWN PUBLIC OPINION—2, 5, P. J. Albrook; 4, Margaret Colwell; 8, 9, Mrs. Geo. B. Elliott; Farm Editor, E. J. Cooley.

YANKTON PRESS & DAKOTAN—2, Fred H. Monfore; 8, Dale Spear.

TENNESSEE

ATHENS POST-ATHENIAN—8, Daisy R. Spradling; 9, Mildred Kinser.

CHATTANOOGA NEWS-FREE PRESS—2, W. G. Foster; 3, Andrew Carothers; 8, Margaret Raines; 12, Ralph Sanders; 15, Miriam Rosenbloum; 16, Cliff Thurman; 20, Judy Hunter.

CHATTANOOGA TIMES—3, Alfred D. Mynders; 8, Drue Smith; 15, 16, Springer Gibson; 17, Virginia Carter; 18, Gilbert E. Govan.

CLARKSVILLE LEAF CHRONICLE—4, Dorothy H. Woodard; 8, Susan Day.

COLUMBIA HERALD—1, Paul R. Page; 2, Mrs. John W. Finney; 3, R. M. Jenrette.

ELIZABETHTON STAR—1, Gerda Pioreck; 2, M. S. Bangs, R. V. Chaseman; 4, R. V. Chaseman; 8, Mrs. Pauline Pinson; 9, L. B. Bangs.

JACKSON SUN—1, 7, R. P Mahon; 2, Harris Brown; 3, W. A. Caldwell; 4, A. B. Robinson; 5, Johnnie Webb; 6, Addison Johnston; 8, Mrs. A. B. Dancy.

JOHNSON CITY CHRONICLE & PRESS—2, 18, R. Clyde Hodge; 3, Sidney G. Gilbreath; 8, Forest Warren.

KINGSPORT TIMES—2, W. J. McAuliffe; 8, Mrs. John Bloomer; 12, 15, Eileen Crawford.

KNOXVILLE NEWS-SENTINEL—2, Loye W. Miller, Edw. B. Smith; 3, Lucy Curtis Templeton, Hugh Allen, Bob Wilson, Edward B. Smith; 4, James W. Howe; 6, Bill Dyer, Paul Fogarty; 8, 9, Blanche Grace Davis; 11, Glenn McNeil; 12, William Clebsch; 16, 18, Lucy Curtis Templeton; 20, Gertrude Penland.

MEMPHIS COMMERCIAL APPEAL—2, W. C. Teague, J. O. Carley; 3, George Morris, Eugene Rutland, Paul Morris, Kenneth Toler, Robert Gray, David Bloom, Early Maxwell; 4, R. B. DeWese; 5, George Williamson; 6, Jack Knox; 7, Robert Talley; 8, Annie Mae Day; 9, Ida Clemens; 10, A. C. Bailey; 12, 15, 16, Robert Gray; 13, 14, Sam Kahn; 17, 19, Mrs. H. P. Posert; 18, Jennie Gardner; 20, Mrs. Katie Sue Drew.

NASHVILLE BANNER—2, George H Armistead, Sr.; 5, 16, Milton Randolph; 6, Calvin Alley; 8, Kate Talbot; 9, Mrs. Ruby S. Nooner; 17, Sydney Dalton; 18, Mary Stahlman Douglas; 20, Mrs. Lee Jessup.

NASHVILLE TENNESSEAN — 1, 2, John H. Nye, Jennings Perry; 3, Pvt. Albert Hines, Nat Caldwell, Raymond Johnson; 5, Fletcher Sweet; 6, Tom Little; 7, 10, W. W. McClanahan, Jr.; 8, Mary Ann Pardue; 9, 12, 16, Susan Brandau; 11, Gene Slack; 17, Alvin C. Wiggers; 18, Harry Goldgar; 20, Mrs. Agnes L. Sawyer.

TEXAS

ABILENE REPORTER-NEWS—9, Mrs. Leltie Faucett.

AMARILLO GLOBE-NEWS—1, George Ray; 2, 12, Wes Izzard; 3, Gene A. Howe, Mason King; 4, Grady Camp; 5, N. D. Bartlett; 8, 9, Evelyn Boyd; 11, Bob McDonald; 16, Jack Sitton; 17, Margaret McKenzie; 18, John McCarty; 20, Elma Curlin.

AMARILLO TIMES—4, Zed Doshier, Jr.; 8, 9, Frances Dolfin.

ATHENS REVIEW—4, A. M. Barnes; 8, Mrs. C. M. Weekley.

AUSTIN AMERICAN-STATESMAN—2, S. Raymond Brooks, R. O. Zollinger; 3, R. O. Zollinger, S. Raymond Brooks, Charles E. Green; 4, Joe Jacks; 6, M. A. Dunning; 8, Mrs. M. C. Cook (A), Jane Estill (S); 10, George T. Atkins; 12, 15, 16, Ruth Lewis; 18, Floy Robinson.

BORGER HERALD—2, J. C Phillips; 3, 8, 9, 11, 12, 14, 15, 18, 19, Valda Cypher; 4, Mrs. Ruth Haigh; 5, 13, 16, Eugene Phillips; 17, Courtney Phillips.

BROWNSVILLE HERALD—2, Hart G. Stilwell; 3, H. G. Stilwell, J. E. Rutledge, Peggy Lambertin; 4, Dorothy Shuckman; 8, 9, Peggy Lambertin.

BROWNWOOD BULLETIN — 2, Ernest Jones; 4, Alex McBroom; 8, Tessica Martin; 15, Curtis Petrey.

CHILDRESS INDEX—2, 3, Morris Higley, Doyle Vinson; 8, 9, Janet Brantley; 16, Doyle Vinson.

CORPUS CHRISTI TIMES, CALLER AND CALLER-TIMES—2, R. M. Jackson, R. B. McCracken; 3, Bob McCracken, Vic Cook; 6, Walter Overton; 7, 14, 18, George Kunkel; 8, 9, Eva Beth Wood; 10, 11, Byron B. Buzbee; 12, Hy Moore; 13, Kay Bynum; 15, 16, Robert Jackson; 17, 19, Katheryn Pate; 20, Bette Christie.

DALLAS MORNING NEWS—1, W. B Ruggles, Stuart McGregor, Sam H. Acheson, Wayne Gard, Victor H. Schoffelmayer, Hilton R. Greer; 3, Victor Davis, John Rosenfield, David Switzer, Anna Belle Landrum; 4, J. E. Taggart; 5, J. S. French; 6, John Knott, Jack Patton, Karl Knott; 7, Allen Duckworth; 8, Irene Boyce; 9, W. W. Truax; 12, Fairfax Nisbet; 15, 16, John Rosenfield; 17, 19, Patsy Peck; 18, John H. McGinnis; 20, Mrs. Marie Petersen.

DALLAS TIMES HERALD—2, B. C. Jefferson; 4, W. B. Seidel; 5, Paul Taylor; 6, Charlie Cates; 7, E. K. Mead; 8, Martha Austin; 12, Douglas Hawley; 15, 16, 17, 19, Graydon Heartsill; 18, L. B. Barham.

DENISON HERALD—8, 9, Joan McCarty; 15, Jane Thompson; 18, Millard Cope.

EL PASO TIMES—2, Wm. J. Hooten; 3, Frank Colby; 4, K. B. Clark; 8, 9, Ollie P. Lansden; 10, Thos. H. Peterson; 18, Marion Howe Broaddus; 20, June Willer.

FORT WORTH PRESS—2, Don E. Weaver; 3, Jack Gordon, Edith Guedry; 4, Wilbur Boone; 8, 9, Edith Guedry; 10, George Carter; 11, Dave Leavell; 12, 20, Peg Lilly; 15, 16, Jack Gordon; 17, Mary Crutcher; 18, M. W. Taggart.

KEY TO POSITIONS NUMBERED IN THIS DIRECTORY

Numbers preceding names represent: 1, CHIEF AND OTHER EDITORIAL WRITERS; 2, ASSOCIATE EDITORS; 3, COLUMNISTS, 4, CREDIT MANAGER; 5, FINANCIAL EDITOR; 6, CARTOONISTS; 7, GRAVURE EDITOR; 8, SOCIETY EDITOR; 9, WOMAN'S EDITOR; 10, AUTOMOTIVE EDITOR; 11, AVIATION EDITOR; 12, RADIO EDITOR; 13, STAMP EDITOR; 14, TRAVEL EDITOR; 15, THEATRICAL CRITIC; 16, MOTION PICTURE CRITIC; 17, MUSIC CRITIC; 18, BOOK CRITIC; 19, ART CRITIC; 20, LIBRARIAN.

FORT WORTH STAR-TELEGRAM—2, C. A. Benson, Chas. Harris, Alex Stedman, Jr.; 4, G. E. Vance; 5, Upshur Vincent; 6, Hal Coffman; 7, Herbert D. Schulz; 8, Mary Sears, Ruth Mahaffey, Ann Lee; 9, J. A. Byron, Jr.; 13, John S. Sparks, Jr.; 15, 16, 19, Ida Belle Hicks; 17, E. Clyde Whitlock; 18, C. A. Benson; 20, Ida Carlton.

GALVESTON NEWS AND TRIBUNE—2, E. L. Wall (m), G. A. Seel (e); 3, Silas B. Ragsdale (m-S), G. A. Seel (e); 8, Mary E. Matzke (m), Colette Knipe (e); 18, Stanley E. Babb (m), G. A. Seel (e).

GLADEWATER TIMES - TRIBUNE — 4, Eloyse Bruce; 8, Mrs. B. H. Broiles.

GREENVILLE BANNER—1, Paul E. Horton; 2, Herman Scott; 8, 9, Ollie Coon.

HOUSTON POST—2, Ed. Kilman; 3, J. M. Lewis, Max Jacobs; 4, R. E. Johnson; 5, R. S. Tevis; Magazine, 18, Robt. V. Johnson; 8, Elizabeth Wharton; 9, Margaret Turner; 10, Tom Maes; 11, Pat Lee; 15, 16, 17, 19, Hubert Roussel; 20, E. A. Moreno.

LAREDO TIMES—2, Herschiel L. Hunt; 4, T. B. Watson; 8, 9, Mrs. Mabel C. Wall.

LUBBOCK AVALANCHE-JOURNAL—2, H. I. Kiefer, Nelson Springer; 3, Chas. A. Guy, Margaret Turner, Nelson Springer; 4, Jas. D. Shaw; 8, 9, 17, Margaret Turner; 11, R. C. Hankins; 16, Randall Abernethy; 18, C. W. Ratliff; 19, Nelson Springer; 20, Mrs. Marjorie Ann Watson.

LUFKIN NEWS—2, 5, Jack C. McDermott; 4, Virginia Lawrence; 7, 9, 11, 12, 14, 18, 19, 20, Charlotte Phelan; 8, Lura Durham; 10, Hal C. Hiller; 15, 16, 17, Dorothy Wooldridge.

McKINNEY COURIER-GAZETTE—2, Tom W. Perkins; 8, Mrs. Frances Stogdill.

MIDLAND REPORTER-TELEGRAM — 1, James Dow; 2, James N. Allison; 4, Oscar Luton; 8, 9, Ivy Grace Collier.

ODESSA AMERICAN—1, Jada M. Davis; 3, 15, Mary Dunbar; 4, R. H. Shuffler; 8, Marceline Townsley.

PALESTINE HERALD & PRESS—3, Franklin Bradford; 4, Eugenia Rankin; 8, Frances Gunning.

PAMPA NEWS—2, 12, Tex DeWeese; 4, Horace McBee; 8, 9, Miss Johnnie Davis; 10, 11, 16, E. B. Emerson.

PARIS NEWS—2, A. W. Neville; 3, W. N. Furey; 4, 10, Reagan Hurt; 8, 9, 20, Lou Ann House; 18, Maude Neville.

PLAINVIEW HERALD—2, H. S. Hilburn; 4, E. Q. Perry; 8, 9, Helen Marie Martin; 15, 16, E. B. Miller.

SAN ANTONIO EXPRESS—2, M. M. Harris; 3, Ward Burris; 4, W. A. Druce; 7, 12, Ed Spill; 8, 9, 15, 16, Marion Longaker; 10, John Secrist; 11, W. J. Reddell; 20, Margaret Richardson.

SAN ANTONIO NEWS—2, M. M. Harris; 4, W. A. Druce; 7, 12, 16, A. W. Walliser; 8, 9, Marion Longaker; 10, Thomas D. Higgins; 11, Tom McGowen, Jr.; 15, Lois Lentz; 20, Margaret Richardson.

SAN ANGELO STANDARD-TIMES—8, 9, Jewel Shelton; 17, 18, Minor Shutt.

TEMPLE TELEGRAM—2, Walter R. Humphrey; 3, Harry Blanding, Jr.; 4, C. A. Schulz; 8, 16, Mary Garner.

VICTORIA ADVOCATE—2, Brad H. Smith, Chester Evans; 4, S. G. Hall.

WACO NEWS-TRIBUNE & TIMES-HERALD—3, Frank Baldwin; 4, C. V. Anderson; 7, Tom Caufield, Harry Provence, Gerald Frazier, Frank Baldwin; 8, 9, Zaleita Whitaker; 12, 20, Francis Word; 15, 16, Georgia Armstrong; 17, Robt. Armstrong.

UTAH

OGDEN STANDARD-EXAMINER—1, 2, 3, Frank Francis; 4, Harold Gale; 5, 9, 14, Glen Perrins; 6, James Hearn; 7, Kenneth Atkinson; 8, 15, 16, 17, Mrs. Alice Pardoe West; 10, George Jacobsen; 11, Keith Barrette; 12, 13, Dorothy Porter; 18, 19, Jarvis Thurston; 20, Dawna Shewell.

SALT LAKE CITY TRIBUNE (m-S), TELEGRAM (e)—4, R. E Langton; 8, 9, Betty Waugh (e), Grace Grether (m); 10, 12, K. M. Carpenter; 15, 16, W. S. Adamson (e), Eva Hollis (m); 17, 18, 19, Eva Hollis (m); 20, J. W. Gallivan.

VERMONT

BRATTLEBORO REFORMER—2, Howard C. Price, Victor L. Morse; 3, Paul P. Jones, John S. Hooper; 4, John S. Hooper; 7, James Stearns; 8, Julia M. Park; 9, Mrs. D. E. Dube; 18, Ruth H. Bonner

BENNINGTON BANNER—1, K. V. Hoffman, Paul C. Howe; 2, 14, Frank E. Howe; 3, Frank E. Howe, K. V. Hoffman, L. W. Morrison; 4, Mrs. W. C. Harwood; 8, 9, Agnes E. Rockwood; 10, 12, 13, Paul C. Howe; 11, Frank E. Howe, 2nd; 18, Mrs. C. B Graham; 20, Marion Beecher.

NEWPORT EXPRESS—1, 4, F. A. Hunt; 2, W. H. Gilpin; 3, B. O. Smith.

ST. JOHNSBURY CALEDONIAN-RECORD—1, 2, Irving Carpenter; 3, Ralph Morse, Katherine Oldham; 4, 5, 7, 13, 18, Gordor. Smith; 8, Vera Taplin; 9, Katherine Oldham; 10, 11, Lowell Smith; 14, Herbert A. Smith.

PRINCIPAL DEPARTMENTAL EDITORS OF U. S. - CANADIAN DAILIES—Continued

VIRGINIA

BRISTOL HERALD COURIER AND NEWS BULLETIN—4, George K. McClellan; 8, Lilliam Childress.

DANVILLE BEE—4, A. A. Farley; 8, 9, Mrs. Henry Lea.

DANVILLE REGISTER—4, A. A. Farley; 8, 9, Mrs. Henry Lea.

NEWPORT NEWS PRESS (m-S), TIMES-HERALD (e)—2, L. T. Jester, W. M. Harrison, F. J. Naff; 4, H. E. Stallings; 8, 9, M. P. Flanagan; 12, F. J. Naff (P), G. E. Travis (T-H); 15, 17, 18, F. J Naff.

PETERSBURG PROGRESS-INDEX—1, W. C. Johnston; 2, E. A. Wyatt, IV; 4, E. B. Coleman; 8, 9, Mary Lynch; 12, H. G. Turner.

PORTSMOUTH STAR—4, Mrs. P. M. Irwin; 8, L. J. Triplett; 11, R. F. Wood; 12, E. F. Rogers.

PULASKI SOUTHWEST TIMES—8, 9, Dess B. Combiths; 20, Ruth Webb.

RICHMOND NEWS LEADER—2, Dr. D. S. Freeman; 4, D. D. Wells; 8, Eleanor Knox; 9, Mrs. Waller Lescure; 15, 16, Alton Williams; 18, Ross P. Schlabach, Jr.

RICHMOND TIMES-DISPATCH—2, M. Cowl Rider, Jr.; 3, Thomas Lomax Hunter; 4, D. D. Wells; 5, Norman B. Rowe; 6, Fred O. Seibel; 8, Mrs. Corbin Spicer Old; 9, F. Rhea Talley; 12, Mary Louise Dawe; 15, 16, Edith Lindeman; 17, George Harris; 18, Allen R. Matthews.

ROANOKE WORLD-NEWS—1, R. P. Carter; 2, W. B. Smith, editorial director; 3, W. C. Stouffer, A. G. Smith; 4, C. R. Hughes; 8, 9, Anne O'Keeffe; 18, W. C. Stouffer.

SUFFOLK NEWS-HERALD—2, 3, Lyman G. Barrett; 8, Mrs. Frances Shotton.

WAYNESBORO NEWS-VIRGINIAN—2, 3, 18 Louis Spilman (chief); 4, J. W. Gentry; 8, Mrs. Mabel Austin.

WINCHESTER STAR—4, R. S. Fansler; 8, 9, Mrs. Gray Beverley; 12, Frank Marston.

WASHINGTON

ABERDEEN WORLD—2, W. A. Rupp, Ed. Van Syckle; 4, S. S. Joubert; 5, 20, Harold Olson; 7, 10, 11, 12, 13, 14, 15, 16, 17, Harold Wetherby; 8, 9, 15, 16, 17, 18, 19, Primrose Rupp Fowlkner.

BELLINGHAM HERALD—2, W. C. Carver; 4, Chas. L. Sefrit; 7, 10, 12, Ben Sefrit; 8, 9, Nellie Browne Duff; 15, 16, Wm. Gardner.

CENTRALIA CHRONICLE—1, John B. Edinger; 2, 18, Ray W. Edinger; 3, Vance B. Noel, Elmer J. (Olaf) Olson; 4, Pearl I. Bras; 8, Stella Wylam; 10, Rickey Bras; 12, E. J. Olson.

ELLENSBURG RECORD—2, Clifford Kaynor; 4, A. E. Gerritz; 8, 9, Mrs. Pearl Howard; 10, Frank Taylor; 17, Wayne Hertz; 18, Publisher.

LONGVIEW NEWS—2, J. M. McClelland, Harry Griffin; 3, Gordon M. Quarnstrom, Carlton Moore; 4, R. E. Light; 8, 9, 15, 17, Ruth Sweeney; 10, 14, Harry Griffin; 11, 18, Gordon M. Quarnstrom; 12, 20, Doris McKinney; 16, Marjorie Donnell.

MOUNT VERNON HERALD—2, Harry B. Averill; 4, John S. Wert; 8, 9, Mrs. Donna Mason.

OLYMPIA OLYMPIAN—2, Marshall Hunt; 4, Frank Crewdson; 8, Alice Adams Watts; 10, Frank Hunt.

SEATTLE POST - INTELLIGENCER — 1, Anna Roosevelt Boettiger; 2, E. B. Fussell; 4, J. J. Hovel; 5, Fred Neindorff; 8, Frances Stirrat; 9, Marion Stixrood; 10, John Alston; 12, E. J. Mitchell; 14, Warren Crane; 15, J. Willis Sayre; 17, Suzanne Martin; 19, Mrs. M. A. Young; 20, R. D. Holmes.

SEATTLE STAR—2, Abe Hurwitz; 3, Jim Egan, Chick Garrett, John Walker; 4, Frank W. Webster; 8, Lillian Keen LeBallister; 10, 11, L. V. Cornfield; 15, 16, Willard Caughlan.

SEATTLE TIMES—2, C. E. Brazier, James A. Wood; 4, B. W. Gaisford; 6, Stuart Pratt, Parker McAllister; 7, Chester Gibbon; 8, Alice Frein Johnson; 15, 16, 17, Richard E. Hayes; 20, Florina Conklin.

TACOMA NEWS TRIBUNE—4, J. V. Brosamer; 8, Page R. Hosmer; 10, Edwin Johnson; 12, Virginia Crowe; 15, 16, Burke Ormsby; 17, 20, Katharine Hunt; 18, J. Ernest Knight.

TACOMA TIMES—1, E. T. Short; 3, E. T. Short, E. Metcalf, Hal Nelson; 4, L. A. Larson; 8, Doris Lindberg; 10, Hal Nelson.

WALLA WALLA UNION-BULLETIN—2, 5, H. S. Mitchell; 4, Howard Smith; 8, 9, 16, 18, Iris L. Myers; 10, F. G. Mitchell; 11, Claude Gray; 12, 15, 19, Norman M. Kelly; 17, Rolland Miller.

WEST VIRGINIA

BECKLEY RALEIGH REGISTER—2, W. Randolph Norton; 3, W. Randolph Norton, C. J. McQuade; 8, Mrs. Peggy Kessinger; 20, Gladys Dickenson.

BECKLEY POST-HERALD — 2, Eugene Scott; 3, Eugene Scott, Roy Lee Harmon; 8, Mrs. Nannie Ellen Tucker; 20, Gladys Dickenson.

CHARLESTON GAZETTE—2, 18, H. L. Flournoy; 4, J. C. Ginther; 6, Kendall Vintroux; 8, Mary Arnold Scherr; 9, 16, Edith L. Graham; 15, 17, Bayard F. Ennis; 20, Marjorie Braden.

GRAFTON SENTINEL — 2, John S. Palmer; 4, A. B. Holt; 8, 9, Mrs. Dorothy Beavers; 16, 17, 18, Robt. Earle.

HINTON NEWS—2, Otto K. Reuter; 3, Thelda Mae Jackson; 8, Margaret E. Ratliff.

HUNTINGTON ADVERTISER, HERALD DISPATCH, HERALD ADVERTISER—4, Carolyn Renner; 8, Katherine Enslow (A), Geneva Kent (H-D); 17, J. R. Haworth; 18, H. R. Pinckard.

MORGANTOWN DOMINION NEWS (m), MORGANTOWN POST (e)—4, J. M. Bucklew; 8, Reginia Cochran (m), Maud Patterson (e).

MOUNDSVILLE JOURNAL—1, Raymond M. Miller, Claude C. Bonar; 2, Raymond, M. Miller; 4, Charles E. Hess; 8, 9, Mrs. Nell Miller; 10, Claude C. Bonar.

POINT PLEASANT REGISTER—1, Richard Startzman, R. D. Sparks; 2, 5, 7, 13, 18, 19, Edward P. Swint; 3, Bethel Doyle; 4, 11, 12, 15, Richard Startzman; 8, 9, 16, 17, Bethel D. Swint; 10, 14, 20, Linwood B. Hannaman.

WEIRTON TIMES—2, C. J. Denne; 3, Millie Martin; 8, 9, Nancy Rose Bowers.

WHEELING INTELLIGENCER—2, Thos. O'B. Flynn; 4, H. C Clark; 5, Robt. Beans; 8, Eleanor Adams, Marjorie Adams; 9, Zita Pizar.

WHEELING NEWS-REGISTER—2, Malcolm T. Brice; 4, H. C. Clark; 5, Peter C. Boyd; 8, 9, Alma Mayer.

WISCONSIN

ANTIGO JOURNAL—2, Earle S. Holman; 4, Otto F. Berner; 8, Lorraine Wendt.

APPLETON POST-CRESCENT—2, Victor I. Minahan; 4, Walter J. Schultz; 8, 9, Nellie Chamberlain, Viola Hellermann; 10, Harry B. Leith.

BEAVER DAM CITIZEN—1, J. E. Helfert, H. H. Parker; 2, J. E. Helfert; 4, Miss R. McConaghy; 8, Miss M. Chinander.

BELOIT NEWS—3, Harold Hilton; 4, C. F. Karstaedt; 8, 9, 15, Harriett C. Dawson; 16, Larry Raymer.

EAU CLAIRE LEADER & TELEGRAM—8, 9, Marion Olstad; 20, Robert Murphy.

FOND DU LAC COMMONWEALTH REPORTER—2, C. F. Coffman; 4, Irving Miller; 8, 9, Calista Baker Wiley; 10, Will C. Hyde; 15, 16, Catherine McGivern; 17, 20, Isabelle Rothbauer.

JANESVILLE GAZETTE—2, 11, Mark H. Knight; 4, Mae Madden; 7, Perry O'Brien; 8, 9, 16, Peg O'Brien.

KENOSHA NEWS—2, Ernest F. Marlatt; 7, Bradley Powell; 8, 9, Ellen Gibson; 12, 15, 16, Suzanne Koelbel.

LA CROSSE TRIBUNE AND LEADER PRESS—1, E. H. Hoffman; 2, R. L. Bangsberg; 4, Fred Ristow; 8, 9, Susan McCabe; 20, Betty Hurtgen.

MADISON WISCONSIN STATE JOURNAL—1, Willard Smith, J. Winter Everett; 2, Roy Matson, Willard Smith; 3, Roundy Coughlin, Betty Cass, Russell Pyre, Harold McClelland, Roy Matson; 4, Florence Knuese; 8, Louise Marston; 9, Lorna Whiffen; 10, Harold McClelland; 12, 15, 16, 17, 18, W. L. Doudna; 20, Alice Kvamme.

MANITOWOC HERALD-TIMES—1, Bernard Peyser; 2, R. T. Bayne, B. W. Peyser; 3, R. T. Bayne; 4, Wm. F. Ohde, Sr.; 5, 11, 12, 16, Geo. MacFarlane; 7, B. W. Peyser; 8, 9, 17, 18, 19, Jean Lawrie; 10, Wm. F. Ohde, Jr.; 20, Josephine Schulte.

MILWAUKEE JOURNAL—1, J. D. Ferguson; 2, J. D. Ferguson, D. W. Swiggett, F. P. Olds, F. W. Luening, W. C. Conrad; 3, R. S. Davis; 4, T. F. McFarland; 5, Ralph Werner; 6, Ross Lewis; 7, Stanley Kalish; 8, Vivian Logan; 9, Aileen Ryan; 10, W. W. Rowland; 12, Richard Bellamy; 14, Kirk Bates; 15, 17, R. S. Davis; 16, Walter Monfried; 18, 19, Fanny Stover; 20, Alice Schramm.

MILWAUKEE SENTINEL — 2, George Lounsbury; 4, Charles Fink; 5, Fred Haeuser; 6, Frank Marasco; 7, Chester Vonier; 8, Dorothy Parnell; 9, Patricia Ray; 10, Fred J. Chlupp; 12, 16, Howard E. (Buck) Herzog; 14, Charles Collins; 15, 17, Edward Halline; 20, Theodore Kryszak.

NEENAH NEWS-TIMES—1, John A. Studley; 2, Clark A. Bloom.

RACINE JOURNAL-TIMES—3, W. C. Reynolds; 4, James Pansch; 8, 16, Dorothy Lawton; 12, Donald McMurray; 20, Olive Bassendale.

SHEBOYGAN PRESS—4, Roland Grimmer; 6, C. Klessig; 8, Marion Koch; 14, H. H. Born; 18, Annette Zimbal; 20, Pearl Felten.

SUPERIOR EVENING TELEGRAM—2, Seegar Swanson, Clough Gates; 3, Sid W. Gordon; 4, Leslie Olson; 5, 16, Charlotte McMahon; 8, 9, 19, Sybil Marshall; 10, 11, William Stewart; 12, 18, Seegar Swanson; 13, 17, Ralph Mason; 14, 15, Anna Mang; 20, Helge Anderson.

WAUSAU RECORD-HERALD—2, Mark R. Byers, Phil Sanders; 4, Maxine Towle; 8, Mona Walworth.

WYOMING

LARAMIE REPUBLICAN - BOOMERANG AND BULLETIN—4, C. S. Greenbaum; 8, Virginia Soper.

ROCK SPRINGS ROCKET—1, 3, 5, Frank Dye; 2, 4, 18, D. G. Richardson; 6, 10, 11, 12, Joe McGowan; 8, 9, 20, Jessie Murphy; 13, 14, 15, 16, Jack Holmes.

ALASKA

ANCHORAGE TIMES— 2, Robert B. Atwood; 3, Billie Dunkle; 4, I. Bayles.

FAIRBANKS NEWS-MINER—1, William Gilman; 4, David B. Tewkesbury.

CANADA

ALBERTA

CALGARY HERALD—2, R. S. Somerville; 3, R. J. Needham; 4, R. B. Rushworth; 5, W. S. O'Bierne; 6, S. Cameron; 8, Naomi Lang; 9, Dorothy Spencer.

LETHBRIDGE HERALD—2, W. A. Buchanan, H. G. Long; 3, C. F. Steele; 4, C. R. Matthews; 8, 9, Mrs. Betty Bletcher.

BRITISH COLUMBIA

NELSON NEWS—2, F. F. Payne, H. H. Currie; 4, Peggy Menzies; 8, 9, Dorothy Wrotnowski; 18, F. F. Payne.

NEW WESTMINSTER BRITISH COLUMBIAN—2, R. McLennan; 3, D. G. Taylor; 4, P. Malcolm; 7, D. F. Marshall; 8, Eileen Purkiss; 9, Mrs. C. D. Peele; 15, 16, 17, 18, 19, W. Bell; 20, Mrs. C. V. Taylor.

VANCOUVER PROVINCE—2, D. A. McGregor; 4, R. L. B. King; 5, Charles L. Shaw; 6, Jack Boothe; 8, Mrs. L. K. Davidson; 9, Mrs. R. W. Myers; 16, Lloyd Turner; 17, R. Jamieson; 20, C. O. Scott.

VANCOUVER NEWS-HERALD—2, Elmore Philpott; 3, Al Williamson, Mrs. E. Denton, Miss E. Caldwell; 4, E. S. Planta; 5, 10, 11, Al Williamson; 6, D. Loughnan; 7, 20, J. J. Kerr; 8, Mrs. Irene Kent; 9, Mrs. E. Denton; 12, 13, 14, A. Cromar Bruce; 15, 16, Ray Gardner; 17, 18, 19, Miss Browni Wingate.

VANCOUVER SUN—1, R. W. Brown; 2, Hal Straight; 5, 11, J. Meek; 7, Stan Williams; 8, Mrs. Helen Effinger; 9, Miss Pat Wallace; 12, O. Odlum; 13, Stanley Beck; 15, 16, J. Smith; 17, 8, Bligh; 18, Flora McKissock; 20, H. Hapkirk.

VICTORIA COLONIST—1, S. Graves; 2, C. Swayne (chief); 4, E. P. Johnston; 5, 20, R. Gurney; 6, C. Connorton; 8, 9, Mrs. O. Irving; 15, 17, Tom Taylor; 16, L. Turnbull.

MANITOBA

WINNIPEG FREE PRESS—2, H. B. Guest; 3, 7, A. E. H. Coo; 5, F H. Avery; 6, Archie Dale, Bob Bruce; 8, 9, Pearl L'Ami; 11, Harold Moore; 12, Alice Johnstone; 15, 16, Frank Morriss; 17, A. A. Alldrick; 18, J. H. Gray; 19, W. Ingersoll; 20, Inga Thomson.

WINNIPEG TRIBUNE—2, R. Patton (chief), Thos. Green; 3, V. V. Murray, H. Manning, Miss K. Middleton; 4, George E. Haston; 5, Q. H Martinson; 6, W. Mozel; 8, 9, Mrs. R. Patton; 12, 17, Roy S. Maley; 15, 16, B. Lepkin; 18, Ross Cameron; 20, Betty Turner.

NEW BRUNSWICK

MONCTON TRANSCRIPT—1, Jean Cook, Fraser Robb; 2, 18, Bruce Robb; 3, Bill Hutchinson, Ott Hicks, Dick Miller, Jean Cook; 4, Miss W. G. Ayer; 7, 20, Elva Myles; 8, 9, 12, Jean Cook; 10, 11, A. J. Hicks; 15, 16, 17, Fraser Robb.

SAINT JOHN TELEGRAPH-JOURNAL & TIMES-GLOBE—1, Major H. G. Christie; 2, F. X. Jennings; 4, A. C. Clarke; 8, Mrs. F. G. Sancton; 9, Mrs. C. A. Fewings; 18, 20, Eileen Cushing.

NOVA SCOTIA

HALIFAX HERALD AND MAIL—2, Edgar E. Kelley; 3, H. L. Stewart, Chester Bloom; 6, R. W. Chambers; 8, Frances Harris; 12, L. L. Shatford; 17, Margaret Healey; 20, Miss C. Murphy.

HALIFAX CHRONICLE-STAR—4, W. Alexander; 5, J. L. Hickey; 8, Mrs. Colin Ashdown; 9, Thea Shields; 12, H. O. Hoyanson.

ONTARIO

HAMILTON SPECTATOR—2, A. J. Holloway, R. Crossin; 4, A. G. Muir; 8, 9, Miss O. M. Carrick; 10, M. L. Smith; 15, 17, N. C. Clarke; 18, Miss E. J. Reynolds; 20, C. Williams.

LONDON FREE-PRESS—1, J. P. Dunn, J. K. Elliott, R. Churchill; 2, A. R. Ford; 4, R. Baker; 5, G. Newton; 7, 13, 19, R. Churchill; 8, Miss J. McMartin; 9, 15, Miss F. B. Taylor; 12, Les Bronson; 10, 11, 14, 16, R. Syrett; 17, J. B. Martin; 18, J. K. Elliott.

NIAGARA FALLS REVIEW—1, Charles MacIntosh; 2, James M. Cowan; 3, Wm. Gaynon; 5, F. H. Leslie; 8, Lois Clemens.

NORTH BAY NUGGET—2, C. M. Fellman; 3, Bruce McLeod, Cliff Nichols; 4, P. H. Glover; 7, Kevin Moore; 8, Eva Lough; 16, 17, 18, Miss M. Parks; 20, Miss D. Beattie.

OTTAWA LE DROIT—1, Camille L'Heureux; 2, Charles Gautier; 4, Jules Reinhardt; 5, M. Francoeur; 6, Guy Dubuc; 7, Paul Taillefer; 9, Lucille DesRochers; 12, Jean Paul Vanasse; 15, 16, Victor Barrette; 17, 18, Guy Sylvestre.

OTTAWA JOURNAL—1, I. Norman Smith, V. M. Kipp, M. Gratton O'Leary; 2, E. Norman Smith; 3, I. Norman Smith, W. Westwick; 4, L. McNally; 5, Chester Frowde; 7, 13, W. Q. Ketchum; 8, Kathleen Dillon; 9, Leslie Johnstone; 10, Wilbur Manchester; 11, George Casey; 12, Thelma Rowe; 14, F. J. Williams; 15, 17, 19, Phyllis Wilson; 16, W. L. McLaughlin; 18, V. M. Kipp; 20, I Sadler.

OTTAWA CITIZEN—1, 3, 15, 19, E. W. Harrold; 2, C. A. Bowman; 3, Jack Koffman; 4, C. A McConnell; 5, Marshall Yarrow; 7, 16, R. M. Martin; 8, Jean Logan; 9, 13, 17, Isabell Armstrong; 12, 20, Claude Hammerstrom; 14, F. W. Crabbe; 18, W. J. Hurlow.

PETERBOROUGH EXAMINER—1, Robertson Davies; 2, G. W. Craw, Harry Theobald; 3, F. D. Craig, Pete McGillen, Robt. Garrick; 4, Margaret Rodney; 7, Jean Stentin; 8, Molly Brown.

ST. CATHARINES STANDARD—2, Harris L. Walsh; 6, Robin Kaell; 9, Mrs. E. M. MacKay; 12, Jeanne Beattie; 17, David J. Williams.

ST. THOMAS TIMES-JOURNAL—1, H. Ramsay, T. Keith, L. H. Dingman; 8, 9, Gladys Elliott; 16, L. B. Birdsall; 17, H. Ramsay.

SARNIA CANADIAN OBSERVER—2, H. M. Hueston; 3, 20, O. N. Wilson; 4, Miss H. B. McGregor; 5, 12, A. W. Tennant; 8, Mrs. E. M. Hale; 17, T. A. Jarvis.

SAULT STE MARIE STAR—1, 2, 3, 18, E. Ross Mackay; 2, R. L. Curran; 3, S. B. Dickinson, Emil Rajnovich; 4, 7, R. L. Curran; 5, J. L. Williamson; 8, 9, Mrs. Nan Rajnovich; 16, Mary Curran.

STRATFORD BEACON-HERALD—2, R. C. Keane; 4, A. E. O'Loughlin; 8, Miss T. B. Macklin; 17, P. Wilson.

TORONTO TELEGRAM—1, C. H. J. Snider, A. W. J. Buckland; 2, R. McEvoy, C. B. Pyper; 3, D. S. Robertson, N. Kendall; 4, George Moir; 5, R. P. Webber; 6, Harry Hall; 7, H. Tufford; 9, 16, Helen Allen; 10, 11, J. Loveys; 12, Jim Hunter; 15, 19, Rose Macdonald; 17, E. Wodson; 20, Ross Christie.

TORONTO GLOBE AND MAIL—2, A. A. McIntosh; 3, J. V. McAree; 4, C. A. Prentice; 5, W. J. Jeffers; 9, Bessie Ferguson; 12, C. C. Jenkins; 16, Roly Young; 17, Hector Charlesworth; 18, W. A. Deacon; 19, Pearl McCarthy; 20, Hugh Ferguson.

TORONTO DAILY STAR—2, Geo. H. Maitland (Chief); Wm. R. Plewman, Margaret Gould; 5, Main Johnson; 8, 9, J. B. Drylie; 11, 12, James Kingsbury; 15, 16, 17, Augustus Bridle; 18, W. L. McGeary; 20, Marion Thompson.

TORONTO STAR WEEKLY—1, George H. Maitland (Editor-in-Chief); 2, Wm. R. Plewman, Margaret Gould; 5, Main Johnson; 7, J. T. Annan; 8, 9, J. B. Drylie; 15, 16, 17, Augustus Bridle; 18, W. L. McGeary; 20, Marion Thompson.

WINDSOR STAR—1, 2, H. M. Morden; 2, W. L. Clark, H. L. McPherson; 3, R. M. Harrison, T. R. Brophey, W. L. Clark, D. Vaughan; 4, E. H. Thistlethwaite; 5, H. Pray; 6, C. L. Knight; 7, W. H. Vaughan; 8, 9, 17, Clarice Tapson; 15, 16, R. M. Harrison; 18, H. L. McPherson; 19, Mrs. J. Dingman; 20, Mrs. R. Weir.

QUEBEC

MONTREAL LE PETIT JOURNAL—1, M. Roland, Major Roger Maillet; 2, M. Fernand Denis; 6, Umberto Bruni, Roy Garand; 7, Richard Arless; 8, Fernande Létourneau; 9, Odette Oligny; 12, 15, 16, 17, Lorenzo Côté; 20, Lucien Tison.

MONTREAL LA PRESSE—2, Eugène Lamarche; 5, Roger Fontaine; 6, Albini Bourgeois; 8, Gilberte Roby; 9, Laure Hurteau; 11, Vincent Chené; 12, Jean Vérichaud; 15, Jacques La Roche; 16, Roger Champoux; 17, Jean Dufresne.

MONTREAL LE CANADA—1, Guy Jasmin; 2, Edmond Turcotte; 3, Annette Doré; 4, René Décary; 5, Marcel Clément; 8, 9, Gisèle Racicot; 10, René Benoit; 12, Maurice Huot; 14, L. P. DeSerres; 15, 17, Jean Valerand; 16, Adolphe Nantel; 18, Guy Jasmin; 19, Henri Girard.

MONTREAL LA PATRIE—2, Oswald Mayrand, Eustache LeTellier de St. Just, Léon Gray; 3, J. C. Lefrançois, Henri Dufresne; 4, J. N. A. Perrault; 5, J. A. Roy; 6, J. A. Lemay; 7, G. Benoit; 8, Armande Marc; 9, Mrs. H. Jeanne Farley; 10, 13, C. Verdon; 11, F. Ouellet; H. de St. Georges; 12, Rosaire Carbonneau; 15, 16, 17, Dominique Laberge; 18, Léon Gray; 19, Maurice Gagnon.

MONTREAL LE DEVOIR—1, Louis Robillard, Leopold Richer; 2, Omer Heroux, Emile Benoist; 3, R. Duhamel, Lucien Desbiens; 4, Jean Grenier; 5, Al. Vaillancourt; 8, Jeanne Bernier; 9, Germaine Bernier; 10, L. Hurtubise; 12, 19, Lucien Desbiens; 13, Nap. Lafortune; 14, Alfred Ayotte; 15, 18, Roger Duhamel; 17, Fred Pelletier; 20, O. Héroux.

MONTREAL STANDARD—1, A. D. Dunton; 2, A. G. Gilbert; 4, W. N. Duckworth; 5, V. D. Lunny; 7, P. H. Surrey; 8, Mrs. J. Cleveland; 9, 18, Jane Armstrong; 16, A. W. O'Brien; 19, P. H. Surrey; 20, Mrs. K. Shaw.

MONTREAL GAZETTE—1, Blair Fraser, Thomas Kydd; 2, Paul E. Bilkey; 3, L. S. B. Shapiro, Fred Mears, Dink Carroll, Thomas Archer; 4, J. S. Miller; 5, H. J. Larkin; 6, John Collins; 7, 14, G. J. FitzGerald; 8, Irene Cains; 9, Eileen Kerr; 10, John Meyer; 11, Ralph Cameron; 12, 16, Herbert Whittaker; 13, E. E. Goodchild; 15, 17, Thomas Archer; 18, Blair Fraser; 19, St. George Burgoyne; 20, John Kidman.

MONTREAL STAR—2, S. Morgan-Powell, E. J. Archibald, E. R. Irvine; 4, W. H. Allaston; 5, J. H. Goldsmith; 6, J. G. Reidford; 8, Gertrude Holland; 9, Mrs. E. Tiffin; 10, C. Cobb; 12, Geo. Scott; 14, H. Higgins; 15, 16, 18, S. Morgan-Powell; 17, 18, H. P. Bell; 20, J. Miller McConnell.

QUEBEC L'ACTION CATHOLIQUE—2, Eug. L'Heureux; 3, Ls.-Ph. Roy; 4, C. Robitaille; 5, Roger Vezina; 6, R. Lapalme, Rene Houde; 8, Charlotte Savary; 9, Jeanne Talbot; 12, J. T. Perron; 15, 16, P. Duberger; 17, R. Gingras; 18, 19, 20, A. Roy.

QUEBEC LE SOLEIL & L'EVENEMENT-JOURNAL—2, 3, J. E. Barnard; 4, 5, Roger Bussières; 8, 9, 17, Germaine Bundock; 15, 16, R. Lapointe.

SHERBROOKE RECORD—4, E. A. Beerworth; 5, 10, C. Jones; 8, 9, Mrs. A. F. Fraser.

SASKATCHEWAN

MOOSE JAW TIMES-HERALD—4, C. J. Broderick; 8, 9, Ruby Evans; 12, R. E. Brownridge.

REGINA LEADER-POST—1, C. H. Higginbottom, W. Thompson; 2, D. B. Rogers (chief), W. R. Clarke, G. H. Craik; 4, R. B. Van Iderstine; 5, H. H. Kritzwiser; 8, 9, 15, Irene Moore; 11, 14, C. H. Higginbottom; 12, G. J. Johnson; 16, Bruce Peacock; 17, Dan Cameron; 18, Cecil Lingard; 20, Marjorie Jones.

SASKATOON STAR PHOENIX—2, J. S. Woodward, A. Cameron; 4, S. B. Campbell; 18, J. S. Woodward; 20, Mrs. N. Miller.

KEY TO POSITIONS NUMBERED IN THIS DIRECTORY

Numbers preceding names represent: 1, CHIEF AND OTHER EDITORIAL WRITERS; 2, ASSOCIATE EDITORS; 3, COLUMNISTS; 4, CREDIT MANAGER; 5, FINANCIAL EDITOR; 6, CARTOONISTS; 7, GRAVURE EDITOR; 8, SOCIETY EDITOR; 9, WOMAN'S EDITOR; 10, AUTOMOTIVE EDITOR; 11, AVIATION EDITOR; 12, RADIO EDITOR; 13, STAMP EDITOR; 14, TRAVEL EDITOR; 15, THEATRICAL CRITIC; 16, MOTION PICTURE CRITIC; 17, MUSIC CRITIC; 18, BOOK CRITIC; 19, ART CRITIC; 20, LIBRARIAN.

12/22 BOUVERIE STREET, LONDON, E.C.4.

My advertisement managers, Norman Wetton and F. A. Wilkinson and staffs join with me in thanking all our friends for their continued support throughout the year, and send best wishes for 1943.

W. E. TOMLIN • ADVERTISEMENT DIRECTOR

NEWS CHRONICLE • THE STAR

GREETINGS

121 from the Advertisement Staffs of Associated Newspapers, Ltd., are now on Active Service,

INCLUDING

47 Commissioned Officers and 23 Non-Commissioned Officers and Cadets.

A Proud Record

"DAILY MAIL"

Advertisement Department

BAKER, W.
L.A.C., R.A.F.
BUCKIE, S.
Cpl., R.A.F.
CLARK, J. H.
Lieut., R.A.
CLEETON, H. J.
Pte., R.A.O.C.
COLLINS, S. W.
Company Officer, N.F.S.
COPELAND, C. L.
Major, Divisional H.Q.
DAVIES, L. S.
Pte., Queen's Regt.
DUNN, Miss A. M.
V.A.D.
EASTCOTT, A. J.
Pilot Officer, R.A.F.
ELLIS, F. A. C.
Lieut., R.A.
FISHER, S.
A.B., R.N., (Awarded D.S.M.)
FRIEND, J.
Lt., H.A.A., R.A.
GEORGE, K. C. W.
Major, R.A. (Prisoner of War)
GLOVER, A. H.
Sgt., R.A.F.
GOODRICH, D.
Gnr., R.A.
HARPUR, B. V. C.
Capt., R.A.
HARRISON, L.
Capt., R.A.
HEATH, W. F.
A/c. 2, R.A.F.
HUTCHINSON, L. J. D.
Siglr., R.C.S.
KNIGHT, A.
Cpl., R.A.F.
MYERS, J. C. B.
Lt., Intelligence Corps
NORMAN, L. E.
Pte., Pioneer Corps
PARSONS, J. H.
Cadet Rating, R.N.
PENNELL, R. A. E.
Flt. Lt., R.A.F.
PILBEAM, C. W.
L.A.C., R.A.F.
PIZEY, E. T.
N.F.S.
RAVEN-HILL, A. L.
Capt., R.A.S.C.
ROBERTSON, A. W. S.
A/c. 1, R.A.F.
SMITH, S. K.
Gnr., R.A.
SOMERFIELD, D. H.
Stoker, R.N.
STALLARD, J. A.
Craftsman, R.A.O.C.
SWANCOTT, W. L.
Capt., R.C.S.
WILDIG, P. J.
Lt., R.A.C.
WILLIAMS, J. L.
Flt. Lt., R.A.F.
WILLIAMS, S. M.
L.A.C., R.A.F.
WRETHAM, K. A. E.
Cpl., R.A.S.C.
WRIGHT, E. J.
Cpl., R.A.F.

"EVENING NEWS"

Advertisement Department

BARTLETT, C. C.
Sgt., R.A.F.
BARCAN, C.
A/c. 2, R.A.F.
CALLWAY, J. L.
L/Cpl., R.A.O.C.
COATEN, A. B.
Pilot Officer, R.A.F.
COWLEY, T. H.
Pilot Officer, R.A.F.
CRAWSHAW, R. W.
Capt., London Scottish
EVANS, J. R.
Driver, R.A.S.C.
EMLYN-JONES, N. G.
L.A.C., R.A.F.
GRAHAM, D.
Capt., R.A.O.C.
KNIGHT, J. W.
Sgt., R.A.F.
LUBBOCK, R.
Driver, R.A.S.C.
MARTIN, F. W.
Police War Reserve
NAYLOR, D. M.
Major, R.C.S.
OLLEY, B. A.
Lt., East Lancs. Regt.
PARKES, E. H.
A.B., R.N.
PEACOCK, J. F.
L.A.C., R.A.F.
POWELL, G.
L.A.C., R.A.F.
REEVES, J. C. H. N.
Capt., R.C.S.
ROBSON, E.
A/c. 1, R.A.F.
RUTLEDGE, C.P.
L.A.C., R.A.F.
SMITH, G. L.
L.A.C., R.A.F.
SOMERVILLE, H.
L.A.C., R.A.F.
VAN BEEK, T. R.
Lt., Royal West Kent Regt.
WALTERS, L. C.
Pte., Pioneer Corps
WOODMANSEE, D. J.
O/Seaman, R.N.

"SUNDAY DISPATCH"

Advertisement Department

BURT, P. J.
Sgt., Intelligence Corps
CORNEY, K. W. R.
Lt., R.N.V.R.
DOWNES, L. A.
Trooper, Household Cavalry
GERSON, H. M.
Capt., Intelligence Corps
HANNAFORD, R.
L.A.C., R.A.F.
KERCKHOVE, A. R.
Lt., R.N.V.R.
McCLEAN, D. F. S.
Capt., Irish Guards
MACGILLIVRAY, A.
Sgt., R.A.O.C.
McKEIGUE, P. M.
Lt., King's Regt.
MANDER, L. A.
Bdr., H.A.C., R.A.
MORLEY, A. G.
Lt., R.A.
PEARSON, V. N. W.
Major, R.A.
PURVER, H. G.
L/Cpl., R.C.S.
REYNOLDS, D. J.
Pte., R.C.S.
SMALE, G.
Lt., R.N.V.R.
THORN, A. C.
2nd Lt., R.A.O.C.

"OVERSEAS DAILY MAIL"

Advertisement Department

BATEMAN, A. G.
Gnr., R.A.
COLES, W. E.
Siglr., R.N.
COOPER-KING, D. E.
L/Seaman, R.N.
CORMACK, W. D. C.
L.A.C., R.A.F.
DIXON, L.W.
L/Cpl., R.A.S.C.
DURANT, E. W.
L.A.C., R.A.F.
EARLE, H. C. N.
Lt., R.A.
HAZARD, D. G.
Pte., R.A.C.
HENSON, G.
Cpl., R.A.F.
JOSEPH, H. R.
Cadet
LASKEY, G. A.
Sgt., R.A.F.
MOTT, W. R.
L/Cpl., R.A.O.C.
ROBERTSON, K. W. C.
Pte., I.T.C. (Prisoner of War)
ROWSELL, H. S.
Flt. Lt., R.A.F.
RUSSELL, J. N.
A/c. 1, R.A.F.
SCOTT, L. B.
A/c. 2, R.A.F.
SNOW, R. F. C.
Lt., R.A.
STOWELL, E. I.
Capt., H.A.A., R.A.
TIETJEN, Miss G.
L.A.A.S.
WALTERS, C. E.
Capt., Royal Tank Regt.

CLASSIFIED

Advertisement Department
Associated Newspapers, Ltd.

BAKER, R. E.
Bdr., R.A.
BEAL, G. C.
L/Bdr., R.A.
BROOKS, R. H.
A/c. 1, R.A.F.
BROWN, C. E.
Lt., R.N.V.R.
CARTER, C. J.
Lt., Norfolk Regt.
COOPER, C. F. G.
2nd Lt., 3rd Carabiniers
CRADOCK, R. M.
A/c. 1, R.A.F.
EDWARDS, G. L.
O/Seaman, R.N.
FARISH, A. D.
2nd Lt., R.A.
HALANEN, W. E. C.
Pilot Officer, R.A.F.
LARGE, L. E. K.
2nd Lt., 1st Mahar Regt.
LEACH, S. J.
Armt. Staff Sgt., R.A.O.C.
MACDONALD, J. D.
Trooper, R.A.C.
MARSHALL, H. W.
Siglr., Middlesex Yeomanry (Prisoner of War)
MEADE, K. P.
2nd Lt., Suffolk Regt. (Prisoner of War)
MOORE, M. C.
Driver, R.A.S.C. (Prisoner of War)
PERRY, A. F.
Warden, A.R.P.
PETITT, R. F.
Major, R.A.O.C.
RICHARDSON, F. L.
L/Sgt., R.A.
SEWELL, W. T. H., M.C.
Capt., Royal Fusileers
SHALES, J. W.
Pilot Officer, R.A.F.
SKELDING, A. R.
L.A.C., R.A.F.
VENABLES, B. F. J.
Cpl., R.C.S.

In Memorium

BUSSEY, G. M.
Pilot Officer, R.A.F. (6th April, 1941)
CARMICHAEL, P. E.
2nd Lt., Gordon Highlanders (Missing, reported killed)
JACK, A. J.
Major, R.C.S. (27th October, 1940)
MERCER, L. H.
Pilot Officer, R.A.F. (Missing, presumed killed)
POCKNEY, E. D.
Pilot Officer, R.A.F. (Presumed killed)
SAYERS, F. A. R.
Gnr., City of London Regt. (26th Aug., 1940)

V V

Greetings . . .

Good Luck and all Good Wishes for Victory and Peace and Plenty in 1943 to Advertisers, Advertising Agents and All Members of our Advertisement Staffs now on Active Service.

C. Stephen Millikin
ADVERTISEMENT DIRECTOR

V V

FOR KING AND EMPIRE

ASSOCIATED NEWSPAPERS, LIMITED
Northcliffe House, London and Manchester

BRITISH SECTION

Compiled Especially for EDITOR & PUBLISHER by Vera Chandler, London Correspondent

ENGLAND

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Advertising Rates Page	Editor	Proprietors	Managing Director	Advertising Manager
LONDON, 8 202,818							
The Daily Express (m)	2,571,518*	£9	.....	A. Christiansen	London Express Newspapers, Ltd	E. J. Robertson	L. W. Needham (ad. dir.)
The Daily Herald (m)	.....	£11	.....	.....	Daily Herald (1929) Ltd.	F. C. Cook	Arthur Phillips (ad. dir.)
The Daily Mail (m)	1,507,913*	.....	.....	R. J. Drew	Associated Newspapers, Ltd	Stanley J. Bell	C. Stephen Millikin (ad. dir.)
The Sunday Dispatch (S)	1,123,507*	.....	.....	Charles Eade	Associated Newspapers, Ltd	Stanley J. Bell	C. Stephen Millikin (ad. dir.)
The Daily Mirror (m)	1¾ mil.†	£11.2/3d.	£900	C. E. Thomas	Daily Mirror Newspapers, Ltd	A. S. Fuller	G. K. LeFevre (ad. man.) C. H. King (ad. dir.)
The Daily Sketch (m)	750,396†	.....	£625	Hon. G. Lionel Berry	Allied Newspapers, Ltd	Lord Kemsley	U. B. Walmsley
The Sunday Graphic (S)	855,218†	.....	£625	R. Simpson	Allied Newspapers, Ltd	Lord Kemsley	U. B. Walmsley
The Daily Telegraph (m)	649,919†	£7	£1,232	Arthur E. Watson	Rt. Hon. Viscount Camrose	Rt. Hon. Viscount Camrose	A. J. Smith
The News Chronicle (m)	1,200,000	£8.15/	.....	Gerald Barry	News Chronicle, Ltd	B. F. Crosfield and C. A. Kew	.....
The Evening News (e)	852,661*	.....	.....	F. L. FitzHugh	Associated Newspapers, Ltd	Stanley J. Bell	C. Stephen Millikin (ad. dir.)
The Morning Advertiser (m)	.....	30/	£75	F. W. Millman	Incorporated Society of Licensed Victuallers	H. R. Bennett	G. E. Steele
The News of the World (S)	.....	£14	.....	Major D. P. Davies	News of the World, Ltd.	H. H. Aldridge (man. dir.) Bertram F. Jones (gen. man. and dir.)	Norman Edwardes
The Observer (S)	246,000*	£6	£1,056	Ivor Brown	The Observer, Ltd.	.....	J. E. Berridge
The People (S)	3,000,000†	£18	.....	H. Ainsworth	Odhams Press, Ltd	Lord Southwood	Arthur Phillips
Reynolds News (S)	.....	£3	.....	W. Richardson	Co-operative Press, Ltd	Alfred Barnes, M. P.	F. James
The Sunday Chronicle (S)	976,178†	£8	.....	D. W. Drawbell	Allied Newspapers, Ltd	Lord Kemsley	A. W. Birch
The Star (e)	.....	£4.7/6d.	.....	A. L. Cranfield	The Star Newspaper Co., Ltd	B. F. Crosfield, C. A. Kew (joint)	W. E. Tomlin (ad. dir.) F. A. Wilkinson (ad. man.)
The Times (m)	156,000* wartime limit	£5	.....	R. M. Barrington Ward	The Times Publishing Co., Ltd	.....	.....
The Sunday Express (S)	1,619,787*	£7.10/	.....	John Gordon	London Express Newspapers, Ltd	L. A. Plummer (gen. man.)	L. W. Needham (ad. dir.)
The Evening Standard (e)	488,077*	.....	£75 col.	Michael Foot	The Evening Standard Co., Ltd	T. Blackburn (gen. man.)	L. W. Needham (ad. dir.)
The Sunday Pictorial (S)	.....	.....	£160 per col.	Stuart Campbell	Sunday Pictorial Newspapers (1920), Ltd.	John Cowley	S. D. Nichols, (ad.man. & dir.)
The Sunday Times (S)	382,734†	£7	.....	W. W. Hadley	Allied Newspapers, Ltd	Lord Kemsley	G. R. Osler
BARROW IN FURNESS, 66,366							
The North Western Evening Mail (e)	.....	6/	£35	C. A. Fisher	Barrow News and Mail, Ltd	.....	James H. Smith
BATH, 68,801							
The Bath and Wilts Chronicle & Herald (e)	25,000	6/3	.....	J. H. Walker	Wessex Associated News, Ltd	J. H. Walker	Fred. Cook
BIRMINGHAM, 1,002,413							
The Evening Dispatch (e)	.....	25/	.....	H. Benoit	The Birmingham Gazette, Ltd	C. Hardaker	W. T. Dudden
The Birmingham Gazette (m)	.....	25/	.....	H. Benoit	The Birmingham Gazette, Ltd	C. Hardaker	W. T. Dudden
The Sunday Mercury (S)	.....	30/	.....	Morley White	The Birmingham Gazette, Ltd	C. Hardaker	W. T. Dudden
The Mail (e)	.....	£2	.....	H. F. Harvey	.....	Col. Sir Bertram Ford (gen. man.)	H. Hatton
The Post (m)	.....	£1	.....	E. W. Record	.....	Col. Sir Bertram Ford (gen. man.)	H. Hatton
BLACKBURN, 122,697							
The Northern Daily Telegraph (m)	.....	18/	.....	Percy Hoare	Northwestern Newspaper Co., Ltd	A. H. Walsh	.....
BLACKPOOL, 130,000							
West Lancashire Evening Gazette (e)	33,793*	7/6d.	£45	Harold Riley Grime	Blackpool Gazette & Herald, Ltd	F. Herbert Grime and Harold Riley Grime	John A. Foulis
BOLTON, 177,250							
Bolton Evening News (e)	55,649*	12/	£100	F. L. Tillotson	Tillotsons Newspapers, Ltd	F. L. Tillotson	W. Greenhalgh
BOURNEMOUTH, 116,803							
The Daily Echo	.....	.....	.....	.....	.....	.....	.....
BRADFORD, 298,041							
The Telegraph & Argus (e)	.....	25/	£250	O. B. Stokes	The Bradford & District Newspaper Co., Ltd.	W. Raymond Derwent	E. Lumsdon
The Yorkshire Observer (m)	.....	£1	.....	S. Oddy	The Bradford & District Newspaper Co., Ltd.	W. Raymond Derwent	E. Lumsdon
BRIGHTON, 147,427							
The Evening Argus (e)	.....	.....	.....	.....	.....	.....	.....
The Sussex Daily News	.....	.....	.....	.....	.....	.....	.....
BRISTOL, 402,042							
The Bristol Evening Post (e)	86,276*	15/	.....	A. J. Spurll	Bristol United Press, Ltd	Walter Anstey Hawkins	W. E. Knight
The Western Daily Press and Mirror (m)	.....	12/6	£125	.....	Walter Reid & Son, Ltd	A. A. Allen	W. J. Sheppard
The Bristol Evening Post (e)	90,204*	12/6d.	.....	A. J. Spurll	Bristol United Press, Ltd	Walter A. Hawkins	W. E. Knight
Bristol Evening World (e)	.....	15/	.....	D. J. Morgan	Western Newspapers, Ltd. (Northcliffe Newspapers Group)	Stanley J. Bell	G. Meayers

Belfast Telegraph

CREATES AND MAINTAINS GOODWILL IN NORTHERN IRELAND

(This announcement appeared in British

For Greatest Cov
Greatest Ind

you must

KEMSLEY N

In addition to the influential coverage of a great national daily and four national Sunday papers, the Kemsley group includes five morning, six evening and two Sunday papers that serve, almost exclusively, the vast industrial areas where production for the war effort is at peak levels.

Every one of these newspapers is maintaining a circulation up to the very maximum allowed by paper supplies, and the exceptional demand for advertisement space is such that we ask the forbearance of advertisers and their advertising agents in our difficult task of allocating it equitably.

ALLIED NEWSPAPERS LTD., KE

Newspaper Trade Press, December, 1942)

erage in Britain's ustrial Areas

use the

EWSPAPERS

Mornings	*Evenings*	*Sundays*
DAILY SKETCH	EVENING CHRONICLE (Manchester)	SUNDAY TIMES
THE DAILY DISPATCH	EVENING CHRONICLE (Newcastle)	SUNDAY GRAPHIC
NEWCASTLE JOURNAL AND NORTH MAIL	THE STAR (Sheffield)	SUNDAY CHRONICLE
THE SHEFFIELD TELEGRAPH	EVENING GAZETTE (Middlesbrough)	EMPIRE NEWS
DAILY RECORD	EVENING NEWS (Glasgow)	SUNDAY MAIL
PRESS & JOURNAL (Aberdeen)	EVENING EXPRESS (Aberdeen)	SUNDAY SUN

MSLEY HOUSE, LONDON, W.C.1

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(*Continued from page 201*)

ENGLAND—Continued

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
BURTON ON TRENT, 49,485							
The Daily Mail (m)	.....	7/6d.	.....	A. A. Rothera	Burton Daily Mail, Ltd	C. F. Gothard, J. P	Miss M. K. Mayall (for duration)
CAMBRIDGE, 66,790							
The Cambridge Daily News (e)	17,000	4/	£16	Morley Stuart	Cambridge Daily News (1929), Ltd	Captain A. C. Taylor	Frank L. Ball
CHELTENHAM, 49,485							
The Gloucestershire Echo	19,000	7/6d.	.....	C. Hollinshead	Cheltenham Newspaper Co., Ltd	.....	C. H. Taylor
COVENTRY, 178,128							
The Coventry Evening Telegraph (e)	50,000†	11/6d.	.....	A. F. Porter	Midland Daily Telegraph, Ltd	A. L. Askew	.....
DARLINGTON, 72,093							
The Northern Echo	.....	30/	.....	A. Clayton	North of England Newspaper Co., Ltd	F. W. Reed (gen. man.)	J. B. Smith
The Northern Despatch (e)	.....	10/6	.....	W. H. Hopper	North of England Newspaper Co., Ltd	F. W. Reed (gen. man.)	J. B. Smith
DERBY, 142,406							
Derby Evening Telegraph (e)	.....	10/	.....	C. Forrest	Derby Daily Telegraph, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	P. J. Ball
EXETER, 66,029							
The Devon and Exeter Gazette	.....	6/	£50	Mrs. Margery Kirk Gatey	Western Times Co., Ltd	.....	M. S. Adams
The Express and Echo	.....	7/	£50	Mrs. Margery Kirk Gatey	Western Times Co., Ltd	.....	M. S. Adams
GLOUCESTER, 52,937							
The Citizen (e)	.....	8/	.....	T. Bell	Gloucestershire Newspapers, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	W. G. Parry
Gloucestershire Echo	.....	7/6d.	.....	C. Hollinshead	Cheltenham Newspapers Co., Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	C. H. Taylor
GRIMSBY, 92,463							
Grimsby Evening Telegraph (e)	.....	10/	.....	J. Taylor Brown	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	J. L. Knowles
HALIFAX, 98,115							
The Daily Courier & Guardian	26,789*	12/6d.	£10.12/6d.	.....	The Halifax Courier, Ltd	.....	.....
HASTINGS, 65,207							
The Evening Argus (e)	.....	6/	.....	J. H. Chillman	Southern Publishing Co., Ltd	E. Infield Willis	.....
HARTLEPOOL WEST, 68,134							
The Northern Daily Mail	.....	3/6d.	.....	J. E. Boyd	Portsmouth & Sunderland Newspapers, Ltd.	F. G. H. Storey	R. E. Fortune
HUDDERSFIELD, 113,475							
The Examiner (m)	21,148*	8/	£50	Elliott Dodds	Joseph Woodhead & Sons, Ltd	Arthur L. Woodhead	J. A. Berry
HULL, 313,544							
The Daily Mail (e)	.....	18/	.....	W. S. Robinson	Hull & Grimsby Newspapers, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	J. W. Hallowell
IPSWICH, 87,557							
The East Anglian Daily Times (m)	.....	16/	£120	.....	East Anglian Daily Times Co., Ltd	.....	W. Henry Smith
The Evening Star (e)	.....	10/	£40	.....	East Anglian Daily Times Co., Ltd	.....	W. Henry Smith
KETTERING, 31,220							
The Northants Evening Telegraph (e)	.....	6/	.....	A. F. Briggs	The Northampton Printing and Publishing Co., Ltd	Sir Richard Winfrey	H. G. Guest
LEAMINGTON, 29,662							
The Morning News (m)	4,000†	4/	.....	R. R. Churches	Leamington Morning News, Ltd	G. H. Budd	R. R. Churches (pro tem.)
LEEDS, 482,789							
The Yorkshire Post and Leeds Mercury	.....	30/	.....	W. L. Andrew	Yorkshire Conservative Newspaper Co., Ltd.	.....	Stanley Gray
The Yorks Evening Post	166,192*	30/	.....	H. Futrell	Yorkshire Conservative Newspaper Co., Ltd.	.....	Stanley Gray
The Yorks Evening News	.....	29/	.....	Guy Schofield	Provincial Newspapers, Ltd	Frank Heywood (gen. man.)	Jack Jackson
The Yorkshire Post & Leeds Mercury	Suspended			Suspended			.....
LEICESTER, 261,744							
The Leicester Mercury	80,000	15/	.....	H. W. Bourne	F. Hewitt & Son (1927), Ltd	W. J. Basford, C. T. Barton, jnt.	G. W. Smith
The Leicester Evening Mail (e)	.....	10/	.....	T. B. Mackim	Midland Newspapers, Ltd	T. B. Mackim	G. T. Taylor
LINCOLN, 66,243							
The Lincolnshire Echo (e)	.....	6/	£52.16	J. Watt Mackie	Lincolnshire Publishing Co., Ltd (Northcliffe Group)	.....	T. K. Ulyat
LIVERPOOL, 855,539							
The Evening Express (e)	72,123*	£1	.....	J. Mooney	C. Tinling & Co., Ltd	W. E. Elliot (dir. and gen. man.	E. W. Booth
The Liverpool Daily Post	45,785*	£1	.....	John Macleay	Liverpool Daily Post & Echo, Ltd	Allan Jeans	William J. Booth
The Liverpool Echo	222,143*	£2.10/	.....	Ernest Hope Prince	Liverpool Daily Post & Echo, Ltd	Allan Jeans	William J. Booth
LUTON, 79,440							
The Beds & Herts Saturday Telegraph	10,052*	4/6d.	£25	J. Sargeant	Home Counties Newspapers, Ltd	R. A. Gibbs, A. J. G. Gibbs	A. Tofield
The Luton News and Bedfordshire Advert.	23,331*	7/6d.	£81	J. Sargeant	Home Counties Newspapers, Ltd	R. A. Gibbs, A. J. G. Gibbs	A. Tofield
MANCHESTER, 766,378							
The Daily Dispatch	416,563†	£4	.....	A. Nicol	Allied Newspapers, Ltd	Lord Kemsley	W. J. Buckler
The Evening Chronicle (e)	180,569†	£2	.....	J. A. Woodbridge	Allied Newspapers, Ltd	Lord Kemsley	W. Edmunds
The Sunday Chronicle (S)	.....	.....	.....	.....	Allied Newspapers, Ltd	.....	.....
The Empire News (S)	1,442,087†	£8	.....	M. R. Lawson	Allied Newspapers, Ltd	Lord Kemsley	J. O. Lustgarten
The Manchester Guardian (m)	.....	£1.5/	.....	W. P. Crozier	The Manchester Guardian and Evening News, Ltd	J. R. Scott	C. W. Tonge
The Evening News (e)	.....	30/	.....	W. J. Haley	The Manchester Guardian and Evening News, Ltd	J. R. Scott	C. W. Tonge
MIDDLESBOROUGH, 138,489							
The Evening Gazette (e)	.....	12/	.....	J. H. Thompson	North Eastern Newspapers (1926), Ltd	G. Pratt	A. Ellis
NEWCASTLE UPON TYNE, 138,489							
Newcastle Journal and North Mail	129,696†	25/	.....	J. C. Grant	Allied Newspapers, Ltd	Lord Kemsley	J. G. Brown
The Evening Chronicle (e)	169,683†	30/	.....	J. F. Goulden	Allied Newspapers, Ltd	Lord Kemsley	J. G. Brown
The Sunday Sun (S)	120,339†	17/6d.	.....	J. Grey	Allied Newspapers, Ltd	Lord Kemsley	J. G. Brown
NORTHAMPTON, 92,214							
The Chronicle & Echo	30,510*	8/6d.	.....	W. Cowper Barrons	Northampton Mercury Co., Ltd	Sir H. Grotrian (chairman)	A. Richardson (London ad. dir) J. T. Lloyd
NORTH SHIELDS, 90,000							
The Shields Evening News (e)	.....	5/	£45	F. L. Johnson	Northern Press, Ltd	J. Brewell	H. G. Bell
NORWICH, 126,236							
Eastern Daily Press (m)	.....	15/	£120	T. D. Copeman	Norfolk News Co., Ltd	L. B. Lister (gen. man.)	A. H. Preston
The Eastern Evening News (e)	.....	12/	.....	A. B. Cope	Eastern Evening News, Ltd	L. B. Lister (gen. man.)	A. H. Preston
NOTTINGHAM, 268,801							
The Evening News (e)	.....	£1	.....	H. G. Swinburne	Nottingham Journal, Ltd	H. L. Howarth, M. A	F. G. Cragg
The Nottingham Journal (m)	.....	15/	.....	L. Richmond	Nottingham Journal, Ltd	H. L. Howarth, M. A	F. G. Cragg
The Nottingham Evening Post (e)	.....	£1	.....	.....	T. Bailey Forman, Ltd	.....	.....
The Nottingham Guardian	.....	15/	.....	.....	T. Bailey Forman, Ltd	.....	.....
OLDHAM, 140,341							
The Evening Chronicle (e)	.....	6/	.....	W. S. Stewart	Hirst, Kidd & Rennie, Ltd	Hy. Hirst, C. E. Kidd	Geo. K. Bell
OXFORD, 80,540							
The Oxford Mail	.....	12/6d.	£100	G. R. Hardacre	Oxford Times, Ltd	W. T. Bailey W. R. Derwent (jnt)	..... G. H. Howe
PENZANCE, 11,342							
The Evening Tidings (e)	.....	.....	.....	.....	.....	.....	.....

IN addition to its function of giving the news of the war fully, fairly, and freely, with mature comments by experts in every branch of the fighting Services, The Daily Telegraph has published from time to time War Maps covering every zone of operations. This series of War Maps has achieved a measure of fame that is steadily spreading and the sales already approximate to one-and-three-quarter millions*

The war zones covered are:

WAR MAP No. 1—Central Europe†	WAR MAP No. 6—Russian Front
" " 2—Western Front†	" " 7—Far East
" " 3—Finland and Baltic States†	DAILY TELEGRAPH Map of The World
" " 4—Scandinavia†	" " " " " The United States
" " 5—Mediterranean & N. Africa	" " " " " The British Isles

** Up to November 30th, 1942 † Out of print*

The Daily Telegraph

LONDON, ENGLAND

DAILY NEWSPAPERS OF GREAT BRITAIN—Circulations, Advertising Rates, Personnel

(*Continued from page* 204)

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
PLYMOUTH, 208,182							
The Western Independent	25,000	8/6d.	£35	R. A. J. Walling	Whitfield Newman, Ltd	R. A. J. Wallings	C. H. Chislett
The Western Evening Herald (e)	.....	8/	£6.12	W. O. Mills	Western Morning News Co., Ltd	Sir Harold Harmsworth	F. J. Cox, O.B.E.
The Western Morning News (m)	.....	.....	.....	.....	.....	.....	.....
PORTSMOUTH, 252,421							
The Evening News and Southern Daily Mail	64,897*	11/	.....	W. G. Easthope	Portsmouth & Sunderland Newspapers, Ltd.	F. G. W. Storey	W. G. Gate
PRESTON, 119,001							
The Lancs Daily Post (e)	75,000	14/	.....	Arnold Horner, J. P.	Provincial Newspapers, Ltd.	G. F. Toulmin (gen. man.)	E. Sharpe
READING, 97,153							
The Reading Gazette	Suspended						
SCARBOROUGH, 41,791							
The Evening News and Daily Post	.....	6/	£30	W. T. Mead	Scarborough & District Newspapers, Ltd	F. C. Whittaker	A. Bailey
SHEFFIELD, 511,757							
The Sheffield Telegraph (m)	.....	£1	.....	F. K. Gardiner	Allied Newspapers, Ltd	Lord Kemsley	N. St. John Stembridge
The Star (e)	127,706†	£1.10/	.....	E. Gooseman	Allied Newspapers, Ltd	Lord Kemsley	N. St. John Stembridge
SOUTHAMPTON, 175,025							
The Southern Daily Echo (e)	50,000†	9/	.....	C. F. Carr	Southern Newspapers, Ltd.	Captain A. E. Jones	R. E. Baker
SOUTH SHIELDS, 113,455							
The Shields Gazette (e)	.....	7/6d.	£65	F. L. Johnson	Northern Press, Ltd	H. S. Hemsley	H. S. Bell
STOCKPORT, 125,490							
The Cheshire Daily Echo	Suspended until further notice.						
STOKE ON TRENT, 276,639							
The Evening Sentinel (e)	.....	15/	.....	E. N. Scott	Staffordshire Sentinel Newspapers, Ltd. (Northcliffe Newspapers Group)	W. A. McWhirter	T. W. Roberts
SUNDERLAND, 185,824							
The Sunderland Echo and Shipping Gazette (e)	.....	7/6d.	.....	E. Tucker	Portsmouth & Sunderland Newspapers, Ltd.	F. G. H. Storey	P. R. Seabrook
SWINDON, 62,407							
The North Wilts Herald	.....	7/6d.	.....	W. J. Colman	Swindon Press, Ltd	Raymond Thompson	J. A. Smith
The Evening Advertiser (e)	.....	7/6d.	.....	H. Harrison	Swindon Press, Ltd	Raymond Thompson	J. A. Smith
TORQUAY, 49,165							
The Herald & Express	.....	5/	£45	R. A. Colwill	Western Times Co., Ltd	.....	Charles H. Crook, D.A.A.
WEYMOUTH, 29,534							
Dorset Daily Echo	.....	.....	.....	.....	.....	.....	.....
WOLVERHAMPTON, 138,622							
The Express & Star (e)	114,000†	15/	.....	B. D. Whiteaker	Midland News Association, Ltd	Malcolm Graham (dir. and gen. man.)	John D. Swallow (acting ad man.)
WORCESTER, 50,497							
The Evening News & Times (e)	25,000	7/	.....	H. P. Robinson	George Williams & Berrows, Ltd	T. R. Jones	Mark Davey
YORK, 84,813							
The Yorks Evening Press (e)	50,000	15/	.....	A. Cobham	Yorkshire Newspapers Co., Ltd	Sir Ivo W. H. Thomson, Bart.	E. Hewitson
DOUGLAS, ISLE OF MAN, 19,329							
The I. O. M. Daily Times	.....	3/	£20	George J. A. Brown	Brown & Sons, Ltd	George J. A. Brown	Norman G. Brown

SCOTLAND

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
ABERDEEN, 167,259							
The Evening Express (e)	57,257†	12/	.....	W. Veitch	Allied Newspapers, Ltd	Lord Kemsley	W. J. Peters
The Press & Journal (m)	41,907†	10/	.....	W. Veitch	Allied Newspapers, Ltd	Lord Kemsley	W. J. Peters
DUNDEE, 175,583							
The Courier and Advertiser (m)	.....	20/	.....	.....	Thomson-Leng Publications	.....	.....
The Evening Telegraph & Post (e)	.....	16/	.....	.....	Thomson-Leng Publications	.....	.....
EDINBURGH							
The Evening Dispatch (e)	.....	16/	£84	T. B. Maclachlan	The Scotsman Publications, Ltd	George H. Law (chair. of dirs.)	T. W. W. Davie (on serv.) D. Masson (acting)
The Scotsman	.....	25/	£218	George A. Walters	The Scotsman Publications, Ltd	George H. Law	T. W. W. Davie (on service) D. Masson (acting)
The Evening News (e)	.....	20/	.....	J. J. Seagar	Provincial Newspapers, Ltd	.....	C. A. Thomson
GLASGOW, 1,088,467							
The Evening Times (e)	.....	27/	.....	Thomas Inglis	George Outram & Co., Ltd	Bryce B. Morrison	Adam W. Adamson
The Glasgow Herald	.....	25/	.....	W. D. Robieson	George Outram & Co	Bryce B. Morrison	Adam W. Adamson
The Bulletin	.....	25/	.....	William Heddle	George Outram & Co	Bryce B. Morrison	Adam W. Adamson
The Evening Citizen (e)	110,000*	25/	.....	Walker Sinclair	Evening Citizen, Ltd	A. H. Bruce	W. Lang
The Daily Record	275,534†	30/	.....	C. B. Livingstone	Allied Newspapers, Ltd	Lord Kemsley	John Robertson
The Evening News	99,524†	30/	.....	J. W. Robertson	Allied Newspapers, Ltd	Lord Kemsley	John Robertson
The Sunday Post (S)	.....	55/	.....	.....	D. C. Thomson & Co., Ltd	.....	.....
The Sunday Mail (S)	347,862†	£2.10/	.....	D. Sutherland	Allied Newspapers, Ltd	Lord Kemsley	John Robertson
GREENOCK, 78,948							
The Evening Telegraph (e)	20,000	12/	.....	R. J. Erskine-Orr	Orr, Pollock & Co	A. MacMillan	J. Lee
PAISLEY, 86,441							
The Daily Express (e)	.....	6/	£50	Can. D. Lochhead	Wm. A. Lochhead, Ltd	Alan C. Lochhead	Allan Carswell

IRELAND

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
BELFAST, 415,151							
Ireland's Saturday Night (w)	.....	10/	.....	P. F. Keenan	W. & G. Baird, Ltd	Maj. Wm. Baird	Wm. Cassidy
Belfast Telegram (e)	.....	16/	.....	R. M. Sayers	W. & G. Baird, Ltd	Maj. Wm. Baird	Wm. Cassidy
The Irish News	.....	.....	.....	.....	.....	.....	.....
The Irish Daily Telegraph (m)	.....	5/	.....	R. M. Sayers	W. & G. Baird, Ltd	Maj. Wm. Baird	Wm. Cassidy
The Northern Whig & Belfast Post (m)	.....	10/	.....	J. R. Hunt	The Northern Whig, Ltd	Maj. J. G. Cunningham	R. S. Gourley
DUBLIN, 467,601							
The Irish Independent (m)	.....	25/	£300	F. J. Gerry	Independent Newspapers, Ltd	James Donohoe	E. C. Maguire
The Irish Press (m)	.....	25/	.....	W. Sweetman	Irish Press, Ltd	R. A. Childers (gen. man.)	J. C. Dempsey
The Evening Herald (e)	.....	12/6d.	£120	J. J. Murphy	Independent Newspapers, Ltd	Dr. W. Lombard Murphy	E. C. Maguire L.C. Blennerhasset (pub. man.)
Irish Weekly, Independent and Sunday Independent	.....	22/6d.	£200	H. G. Legge	Independent Newspapers, Ltd	James Donohoe	E. C. Maguire
The Evening Mail (e)	.....	7/6d.	£74	Joseph Anderson	Dublin Express & Mail, Ltd	.....	James Biggs
The Irish Times	.....	20/	£192	R. M. Smyllie	Irish Times, Ltd	Sir Lauriston J. Arnott, Bart.	G. J. C. Tynan O'Mahony
CORK, I. F. S., 80,713							
The Examiner	32,500	7/6d.	£84	J. C. Healy, B. L.	Thomas Crosbie & Co., Ltd	T. M. McGrae	Thomas O'Neill
The Echo	28,750	6/	£60	P. J. Kelly	Thomas Crosbie & Co., Ltd	T. N. McGrae	Ed. Looney

CHANNEL ISLANDS

(Newspapers suspended owing to German occupation)

WALES

City, Population, Newspapers	Certified† A. B. C.* Circulation	Advertising Rates Inch	Page	Editor	Proprietors	Managing Director	Advertising Manager
CARDIFF, 222,589							
The South Wales Echo and Evening Express	.....	25/	£220	D. C. Stephen	Western Mail & Echo, Ltd	Sir Robert Webber	G. S. Reay
The Western Mail & South Wales News	.....	25/	£220	D. R. Prosser	Western Mail & Echo, Ltd	Sir Robert Webber, J.P., D.L.	W. J. Minchinton
NEWPORT, 99,203							
The South Wales Argus	.....	10/	£100	George H. Hoare	South Wales Argus, Ltd	G. E. Dibbins, J.P.	Frank G. Dibbins
SWANSEA, 164,797							
South Wales Evening Post	.....	10/6d.	.....	D. Powell	Swansea Press, Ltd (Northcliffe Newspapers Group)	W. A. McWhirter	C. B. Jones

On Active Service!

DAILY EXPRESS

Four pages daily. Price one penny. Eight columns per page. Advertisement space limited to 16½% of each issue. Advertisement rate, Sterling 10 per single column inch, except for special Government announcements. Maximum size allowed, 4 inches across 2 columns.

A. B. C. CERTIFIED DAILY NET SALE IN 1942, 2,585,854.

SUNDAY EXPRESS

Eight pages. Price two pence. Eight columns per page. Advertisement space limited to 17½% of each issue. Advertisement rate, Sterling 8 per single column inch, except for special Government announcements. Maximum size allowed, 4 inches across 2 columns.

A. B. C. CERTIFIED NET SALE IN 1942, 1,638,900

Evening Standard

Eight pages daily. Price one penny. Six columns per page. Advertisement space limited to 22½% of each issue. Advertisement rate, Sterling 100 per column (16½ inch) except for special Government announcements. Maximum size allowed, 4⅛ inches across two columns.

A. B. C. CERTIFIED NET SALE IN 1942, 483,273.

Britain's Greatest Newspapers

BRITISH NEWSPAPER AND ADVERTISING ASSOCIATIONS

THE ADVERTISING ASSOCIATION, 110 Fleet Street, E. C. 4, is a company limited by guarantee and incorporated under the license of His Majesty's Board of Trade as a non-commercial body for the purpose of safeguarding and subserving the common interests of the arts, craft, trades and professions in the United Kingdom engaged in advertising. President Sir Harold Mackintosh, Bart. J.P.; Vice-President, Sir Harold Bellman, M.B.E., J.P.; The Rt. Hon. Lord Southwood; Sir Ernest Benn, Bart, C.B.E.; The Rt. Hon. Lord Ebbisham, G.B.E.; Lt. Col. The Hon. J. J. Astor, M.P.; The Rt. Hon. Viscount Leverhulme; The Rt. Hon. Lord Kemsley; The Hon. E. F. Lawson, D.S.O.; M.C.; C. Harold Vernon, F.I.P.A.; Hon. Treasurer, Norman Moore, M.A., F.I.P.A.; Hon. Secretary, Charles Crane; Chairman of the Executive Committee: (formerly General Purposes Committee) the President; Chairman Finance Committee, George Scott; Chairman Publicity Committee, W. W. J. Studd; Chairman A.I.D., Philip Emanuel; Chairman Clubs Council, H. Lewis Selby; Auditors, Layton-Bennett & Co.; Bankers, Lloyds Bank Ltd.; General Secretary (to whom all communications should be addressed), G. Russell Chapman, M.B.C.

AMERICAN CHAMBER OF COMMERCE IN LONDON, INC., Bush House, Aldwych, W.C.2. Objects: To further and develop Anglo-American trade in every way possible with special preference to the specific business interests of its members: L. L. Tweedy, President (Baker, Weeks & Harden); Gilbert H. Carr, 1st Vice-President (Producers International Sales Assn., Ltd.); F. L. Harley, 2nd Vice-President (Twentieth Century-Fox Film Co., Ltd.); T. J. Zimmerman, Hon. Treasurer, Publisher; H. S. Goldey, Hon. Secretary (Guaranty Trust Co. of New York). Directors: W. G. Bent (Kodak Ltd.); Howard Bird (The Consolidated Pneumatic Tool Co., Ltd.); C. Howard Crane; E. S. Daniells (Ingersoll Ltd.); Geo. E. Downe (Ideal Boilers and Radiators Ltd.); R. B. Foster (Colgate-Palmolive-Peet Ltd.); Walter Haslett (Goodyear Tyre & Rubber Co. (Great Britain) Ltd.); Gilbert F. Kennedy (Breed, Abbott & Morgan); Benj. King (Chrysler Motors Ltd.); Chadwick H. Moore (Moore's Modern Methods, Ltd.); L. E. Moore (United States Lines); T. C. Moorshead (United Glass Bottle Mfrs., Ltd.); C. B. Morrison (York Shipley Ltd.); H. G. Seidel; John S. Steel (Mutual Broadcasting System, Inc.); Justin R. Weddell; D. L. Gill, Secretary.

RETAIL DISTRIBUTORS' ASSOCIATION, INCORPORATED. The Trade Association of Department Stores and similar retail distributive businesses in Great Britain with associate members in the Dominions. Objects: To promote and protect the interests of distributing shops and stores; to promote or support legislation in the interests of distributing stores, and to oppose any legislation, by-laws or regulations that are considered harmful; to collect and disseminate among members of the Association information upon economic, commercial and labour questions affecting retail distribution. Secretary, D. Barber, 7 Park Lane, W.1; Chairman, Mr. C. P. Russell.

INCORPORATED SALES MANAGERS ASSOCIATION, 23 Bedford Square, London, W.C.1. Objects: The general discussion and exchange of ideas on engaging, training and managing salesmen, and all other means of sales promotion, with a view to increasing the individual efficiency of its members and the firms they represent. The Association was founded in 1911 and holds regular meetings when problems of sales management are freely discussed and debated. General Secretary, Stanley F. Talbot; President, Sir Harry Brittain, K.B.E., C.M.G., LL.D.; Chairman, Gilbert Gledhill, M.P.; Vice-Chairmen, E. A. Abbott, E. S. Baynes, G. N. Ditchburn; Hon. Treasurer, H. S. Rounce; Hon. Secretary, F. A. J. Harrison. Branches of the Association at London, Manchester, Bristol, Birmingham, Newcastle, Glasgow, Leeds, Liverpool, Sheffield, Leicester, Hull, Cardiff, Nottingham and Edinburgh.

THE AUDIT BUREAU OF CIRCULATIONS, LTD., Aldwych House, Aldwych, London, W.C.2. Objects: The securing of accurate circulation figures and data referring to all periodicals and media that sell advertising space, verifying where necessary, attesting, recording and issuing them to duly elected members of the Bureau, in the form of net sales certificates at definite and regular intervals. The Bureau will fix standard forms and methods for ascertaining net sales figures—and in the case of Technical and Trade Journals, accredited free circulation also—of all publications that charge for advertising space. It is hoped also in the future to secure figures relating to area distribution. The aim of the Council is that the standard form of the Bureau shall be the only form of Net Sale Certificate recognized by the Advertiser and the Advertising Agent. Chairman of Council, V. H. Goldsmith (General Manager B.B.C. Publications); Consulting & Advisory Accountants, Messrs. Price, Waterhouse & Co.; Sec., Arthur G. German. Membership subject to election by Council. Open to Advertisers, Advertising Agents and Publishers. Subscriptions: Advertisers, flat rate of £5. 5. 0. per annum; war rate, £2. 12. 6. per annum; Advertising Agencies, flat rate £10. 10. 0 per annum; war rate, £5. 5. 0. Except for provincial advertising agencies placing localized campaigns only £5. 5. 0. p.a.; war rate, £2. 12. 6. p.a. Publishers: Subscriptions graded according to net sales figures. Full details of subscriptions obtainable from Secretary, address as above.

INCORPORATED SOCIETY OF ADVERTISEMENT CONSULTANTS: Ludgate House, 107 Fleet Street, London, E.C.4. Founded in April, 1910, to support and protect the status and interests of the profession of advertisement consultants. Secretary, William T. Moss; President, W. Buchanan Taylor; Vice-Presidents, E. Marshall Hardy, Commander Henry S. H. Ellis, Bertram E. Kent; Council, Clifford J. Harrison, Stuart A. Hirst, Hopton Hadley, G. Warden, B. L. Hooper, C. J. Rose, Chas. M. Symes, Geoffrey Dadd.

INCORPORATED SOCIETY OF BRITISH ADVERTISERS, LTD., Aldwych House, Aldwych, London, W.C.2. Object: To protect and promote the common interests of buyers of publicity; to secure and authenticate facts regarding circulations and advertising values; to watch all developments affecting advertisers (legislative, ethical, economical, etc.), and support or resist them by the organized co-operation of advertisers. To provide data and statistics concerning advertising trade and conditions and generally fulfill the functions of the authoritative trade society of British National Advertisers. General Secretary, Alan Whitworth, Aldwych House, Aldwych, W.C.2; President, The Right Hon. Lord McGowan of Ardeer, K.B.E., D.C.L., LL.D.; Vice-Presidents, Sir Harold Mackintosh, Sir Harry Hague, Lt. Col. J. N. Horlick, O.B.E., M.C., The Rt. Hon. Lord Rowallan, M.C., The Rt. Hon. L. S. Amery, M.P., H. J. Bostock, J.P., Austin Reed; Chairman, B. E. Kent; Vice-Chairman, G. J. Freshwater; Hon. Treas., John Ryan.

INSTITUTE OF INCORPORATED PRACTITIONERS IN ADVERTISING, 3-4, Clement's Inn, London, W.C.2. The chief aims of the Institute are to increase the efficiency and raise the status of Practitioners in Advertising and to secure cooperation between all those engaged in Advertising as a profession to the end that the best and fullest service may be made available to Advertisers. The Institute includes in its membership almost all the leading advertising agencies practising in Great Britain and Ireland. It has four classes of membership: Incorporated Practitioners in Advertising, Registered Practitioners in Advertising, Fellows and Associates. Secretary, C. Anstice Brown; President Norman Moore, F.I.P.A. (S. H. Benson, Ltd.); Vice-Presidents, Sir William Crawford, K.B.E., F.I.P.A. (W. S. Crawford, Ltd.); R. Winter Thomas, F.I.P.A. (The Winter Thomas Co., Ltd.), L. G. Jackson, F.I.P.A. (G. Street & Co., Ltd.); Hon. Treasurer, H. G. Savard, F.I.P.A. (Savard Baker & Co., Ltd.); Hon. Secretary, E. L. Mather, F.I.P.A. (Mather and Crowther, Ltd.).

PRESS ADVERTISEMENT MANAGERS' ASSOCIATION: Hon. Secretary and Treasurer, H. R. Tadgell, Surrey Mirror, 173 Fleet Street, E.C.4.; President, Jas. Forecast, Derbyshire Times; Vice-President, P. Moon, Warrington Guardian.

NATIONAL DISPLAY ASSOCIATION: 356 366 Oxford Street, W.1. Chairman, D. St. Julian Bown, F.R.S.A.; Hon. Secretary, W. H. Newman, B. Com. Telephone, MAYfair 2858.

PUBLICITY CLUB OF GLASGOW: Hon. Secretary, Ulric E. Simson, Victor Ad-Service, 103 Bath Street, Glasgow, C2 Telephone, Douglas 2725-6.

ALDWYCH CLUB: Secretary, S. V. Morrish, 18 Exeter Street, W.C.2.

BIRMINGHAM PRESS CLUB: 9 Bull Street Birmingham, Chairman, J. T. Owen, Secretary, R. D. Watt.

HULL PUBLICITY CLUB: Secretary, C. H. Brown, Mail Buildings, Jameson Street.

PUBLICITY CLUB OF CARDIFF: President, Trevor M. Williams, J.P.F.C.I.S.; Joint Hon. Secretaries, K. Harris and G. Bradney, 2 Cathedral Road, Cardiff. Luncheon meetings. Annual subscription 6s.

MANCHESTER PUBLICITY ASSOCIATION: Secretary, Eric W. Cheadle, Allied Newspapers, Ltd., Witby Grove, Manchester 4.

ADVERTISING CLUB OF NOTTINGHAM: Hon. Secretary, Black Boy Hotel, Nottingham.

PUBLICITY CLUB OF LONDON: Chairman J. B. Nicholas, A.I.P.A.; Secretary, W. H Newman, B.Com., 356-366 Oxford Street W.1. Telephone MAYfair 7044.

WOMEN'S ADVERTISING CLUB OF LONDON: Hon. Secretary, Miss Jean Lorimer The Savoy Hotel, London, W.C.2.

BRITISH POSTER ADVERTISING ASSOCIATION: 48 Russell Square, London W.C.1. Objects: The publication of an annual directory and a trade journal, and the taking of any lawful action the Council, as the Governing body, may deem desirable to protect and advance the general trade interests of its members. Secretary, Frederick Wills, LL.B.; President, George T. Mills (Coventry); Vice-President, J. W. Naaki (Nottingham).

LONDON POSTER ADVERTISING ASSOCIATION: Registered under the Companies Act as a Trade Protection Association in 1891. Secretary, Frederick Willis, LL.B., 48, Russell Square, London, W.C.1; President, J. M. Beable.

THE WORSHIPFUL COMPANY OF STATIONERS AND NEWSPAPER MAKERS: Stationers' Hall, E.C.4. Clerk, R. T. Rivington.

BRITISH FEDERATION OF MASTER PRINTERS, 11 Bedford Row, London, W.C.1. An organization of nearly 5,000 master (employing) printers in Great Britain and Ireland. Affiliations to it include kindred organizations in this country and organizations of Master Printers in the British Dominions. The principal objects of this body are to negotiate national agreements on wages and conditions of employment with the trade unions of the printing trades, to watch and make representations on legislation affecting the interests of its members to advocate scientific costfinding and investigate and give advice to its members on technical problems, to assist its members in improved selling and publicity methods and generally to serve the interests of its members. Director and Secretary, F. H. Bisset; Assistant Secretary, L. E. Kenyon; President, Robert Leighton; Vice-President, Edmund Arnold.

LONDON MASTER PRINTERS ASSOCIATION: Secretary, E. G. Baker, 11 Bedford Row, London, WC.1. President, Mr. G. L. Reveirs of G. Reviers, Ltd.; Vice-Presidents, Mr. F. E. Tacey of Philip & Tacey, Ltd. and Mr. G. C. Griffith of W. P. Griffth & Sons, Ltd.; Hon. Treasurer, Mr. Hartley F. Straker of Straker Brothers, Ltd.

EMPIRE PRESS UNION: 71 Fleet Street, London, E.C.4. Objects: An organization of proprietors and editors of leading newspapers and periodicals published in the United Kingdom, the British Dominions and Colonies and in India. The following organizations are members of the Union: The Newspaper Proprietors' Association, The Newspaper Society and the Periodical Trade Press & Weekly Newspaper Proprietors' Association. All the principal news agencies are members. General Secretary, H. E. Turner, C.B.E.; President and Chairman, Lt. Col. Hon. J. J. Astor, M.P.; Hon. Treasurer, Rt. Hon. Lord Harmsworth.

PARLIAMENTARY PRESS GALLERY: Press Gallery, House of Commons, London, S.W.1. Consists of journalists accredited to British newspapers and agencies and Dominion newspapers, possessing the right of entry (granted by the Speaker of the House of Commons and the Lord Great Chamberlain, respectively) to the Press Galleries of the Houses of Parliament. In connection with the Gallery there exists a Press Gallery trust fund to relieve immediate distress on the part of the Gallery members, ex-members and their relatives. The Press Gallery contains a unique collection of pictures of Parliament Houses of the British Empire, and a first-class Reference Library. Chairman, Stanley Robinson (The Times); Vice-Chairman, A. H. Baker (The Times); Hon. Secretary, George Christ (Daily Telegraph); Hon. Treasurer, G. Herlihy (Daily Sketch).

THE PRESS CLUB: St. Bride's House, Salisbury Square, London, E.C.4. Established 1882, and now has a membership of over 900. Secretary, A. Lazenby; Chairman, H. C. Vickery.

THE INSTITUTE OF JOURNALISTS: 2-4, Tudor Street, London, E.C.4. Cables and Radio Institjourn, Fleet, London. A professional organization, incorporated by Royal Charter, 1890, for "the promotion by all reasonable means of the interests of journalists and journalism." American journalists are eligible for election as Overseas Members. Subscription: 63s per annum. Overseas Members 21s per annum. General Secretary, Stewart Nicholson, F.J.I.; President, Gordon Robbins, F.J.I.; vice-Presidents, P. E. Verstone, F.J.I.; Hon. Counsel, William Latey, M.B.E., LL.B.; Hon. Chaplain, Rev. Arthur Taylor, M.A. (Vicar of St. Bride's Fleet St.).

THE NATIONAL UNION OF JOURNALISTS: 75, Abbots Rd., Abbots Langley Herts. Registered as a trade union, the N.U.J. now has a membership of more than 7,500 working journalists. Newspaper proprietors, managers or directors are not eligible to membership. General Secretary, C. J. Bundock; President, A. Kenyon; Hon. General Treasurer, Tom Foster, London; Editor of the Journalist (The official organ), H. G. Schaffer, London.

NEWSPAPER PRESS FUND: 11 Garrick Street, London, W.C.2. Objects: To assist by grant or pension members of all branches of the Literary Department of the Newspaper Press who shall have become members of the fund and their widows and families. Non-members are helped to a limited extent. Founded 1864. Treasurer, Gordon Robbins; Secretary, Miss E. Meiklereid; Auditor, Messrs. Deloitte, Plender, Griffiths & Co.

NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.: 85 Fleet Street, London, E.C.4. Membership is open to all the London morning, evening and Sunday newspapers. The affairs of the Association are conducted by council meetings on which representatives of all the newspapers are entitled to sit. Its objects are to deal with matters of common interest to all the London newspapers. Chairman, The Viscount Rothermere, Associated Newspapers; Vice-Chairman, Mr. B. F. Crosfield, News Chronicle & Star; Secretary, Bernard Alton, F.C.I.S.

THE NEWSPAPER SOCIETY: Salisbury Square House, London, E.C.4. The Newspaper Society, founded in 1836 as the Provincial Newspaper Society, was reconstituted in 1917 and 1921. In the latter years it became the one organization representative of the newspaper press of England and Wales (with the exception of the London daily and Sunday newspapers); the Irish Newspaper Society is affiliated with it, and it is in close touch with the Scottish Daily Newspaper Society. A number of local associations throughout England and Wales act with and strengthen the work of the central office. The Society's activities include: Issuing a monthly confidential circular to members, supplemented by special circular letters on matters of urgency; supplying of information concerning the standing of advertising agents; negotiating with trade unions upon matters affecting members' interests; collecting debts owing members; scrutinizing and if necessary working for the amendment of proposed legislation affecting newspapers; arranging for joint action in cases where newspapers are threatened with legal proceedings; in brief, working for the advancement of the interests of newspaper proprietors and producers in all ways. Director: H. R. Davis; Secretary, Wm. G. Ridd, Salisbury Square House, Salisbury Square, E.C.4.

SOCIETY OF WOMEN JOURNALISTS: Acting Hon. Sec., Mrs. Cecil Roscoe, Stationers' Hall, London, E.C.4; President, Miss Clemence Dane; Chairman, Mrs. Henry Aitken; Vice-Chairman, Mrs. Sarah Tooley; Hon. Treasurer, Mrs. Emily E. Moore; Organ of the Society, The Woman Journalist, free to members only.

THE PERIODICAL TRADE PRESS & WEEKLY NEWSPAPER PROPRIETORS' ASSOCIATION, LTD.: Imperial House, Kingsway. Founded in 1913 for the purpose of enabling the proprietors of trade and technical publications, periodicals and illustrated and weekly newspapers to take combined action when thought desirable in matters affecting their general interests. It has abundantly justified its existence. President, Lord Southwood; Executive Chairman, Percival Marshall, Percival Marshall & Co., Ltd.; Secretary, E. O. Norton.

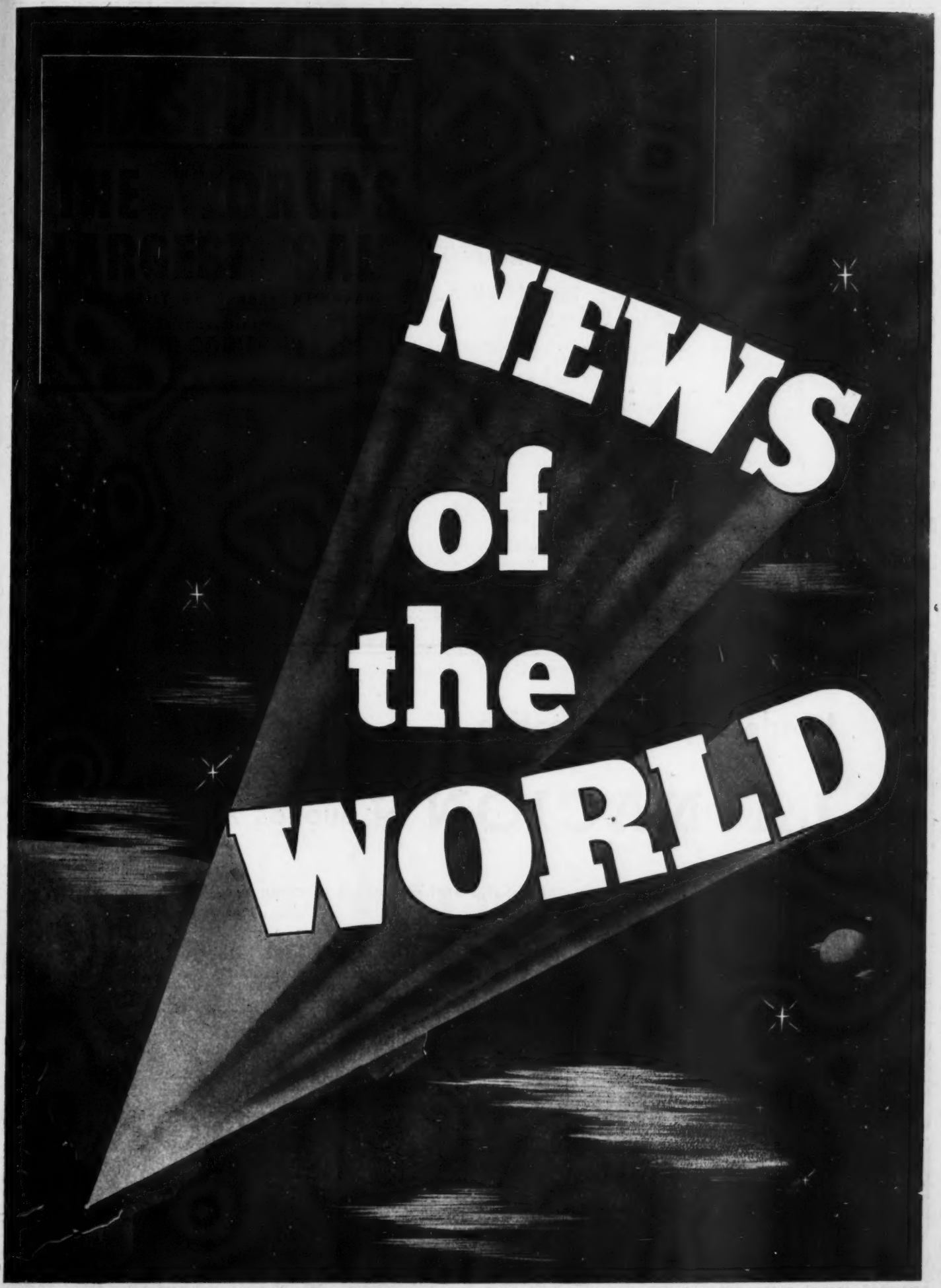
THE CRITICS' CIRCLE (1942-3) President, A. Jympson Harman (Evening News); Vice-President, A. T. Borthwick; Hon. Secretary, John Parker (Who's Who in the Theatre); Hon. Treasurer, Bernard Weller (The Stage). Office, Hall of the Institute of Journalists, Tudor Street, E.C.4.

BIRMINGHAM PRESS CLUB: 9, Bull Street, Birmingham, Chairman, C. F. M. Mercer; Secretary, M. F. K. Fraser.

FOREIGN PRESS ASSOCIATION IN LONDON: 5 Derby Street, W.1. Officers and Committee, 1939: President, Dr. Stefan Litauer (Polish Telegraph Agency); Vice-President, H. Neill (South-American Press); Hon. Secretary, A. Vas Dias (De Telegraaf, Amsterdam); Hon. Treasurer, M. Martinsen (Norges Handels og Sjofartstidende, Bergens Tidende—Norway). Members of the Committee: Dr. J. P. Chrysanthopoulos (Pythargoras—Athens); Paul L. Bret (Agence Havas—France); Jean Massip (Le Petit Parisien—France); Milton Bronner (Newspaper Enterprise Association—U. S. A.); H. J. J. Sargint (North American Newspaper Alliance—New York); Dr. Hans W. Egli (Neue Zuricher Zeitung, Der Bund—Switzerland); Eric Swenne (Aftonbladet, Stockholms Tidningen — Sweden). Trustees: Georges Schilling, Agence Radio—France); L. Spearman (La Nacion—Buenos Aires).

ASSOCIATION OF BRITISH MANUFACTURERS OF PRINTERS' MACHINERY, LIMITED: Chairman, H. Payne (Dawson, Payne & Elliott, Ltd.); Vice-Chairman, E. Crone (Victory Kidder Printing Machin. Co., Ltd.); Secretary, G. L. Mothersill. Office, Cliffords Inn, Fleet Street, E.C.4.

PRINTING AND ALLIED TRADES RESEARCH ASSOCIATION: 101 Princess Gardens, London, W.3. President, The Rt. Hon. Lord Southwood (chairman of Odhams Press, Ltd.); Chairman, W. L. Bemrose (Bemrose & Sons, Ltd.); Vice-Chairman, E. W. MuirSmith (B. Winstone & Sons, Ltd.), Brig. Gen. W. F. Mildren (managing director, Amalgamated Press, Ltd.), The Rt. Hon. Lord Portal (Wiggins Teape, Ltd); Hon. Treasurer, B. G. Harrison (Harrison & Sons, Ltd.); Director and Secretary, G. L. Riddell, Ph.D., F.I.C.



ADVERTISEMENT OF THE NEWS OF THE WORLD LTD. (NORMAN EDWARDES, ADVERTISEMENT MANAGER) 30, BOUVERIE STREET, LONDON, ENGLAND.

SEVENTEENTH ANNUAL EDITOR & PUBLISHER

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

Opposite this column there appears a list of publisher's representatives in the United States, of Latin American daily newspapers. Each representative's name is designated by a code number for the convenience of those consulting this list.

To these representatives, and to the publishers of the papers, who have been especially responsive this year, we extend our sincere thanks for helping us to make this the most authoritative directory of Latin American daily newspapers. We also wish to thank the Latin American Embassies and Legations in Washington, who have kindly checked our lists.

Space limitations permit giving only basic information concerning each paper listed. Additional data are available upon request for many of these papers.

Where circulation is certified or A.B.C., it is so indicated; otherwise the figures are those claimed by the papers themselves or by their United States representatives.

The official language of Brazil is Portuguese; that of Haiti is French; and that of other Latin American countries is Spanish. Papers are published in these languages, respectively, unless a language other than the language of the country appears in parentheses after the name of the papers.

Papers having United States representatives are indicated by one of the following code numbers:

(1) All American Newspapers' Representatives, Inc., 420 Lexington Ave., New York.
(4) S. S. Koppe & Co., Inc., 630 Fifth Avenue, New York.
(5) R. de Llano, 420 Lexington Avenue, New York.
(6) Joshua B. Powers, Inc., 345 Madison Ave., New York.
(7) Chalmers-Ortega, Inc., 516 Fifth Avenue, New York.
(10) M. D. Bromberg & Associates, 19 West 44th Street, New York.
(11) Universal Publishers' Representatives, Inc., 500 Fifth Avenue, New York.
(12) M. E. Bensignor, 342 Madison Avenue, New York.
(13) Melcher Guzmán Co., Inc., 9 Rockefeller Plaza, New York.
(14) Pan American Publishers Representatives, 17 East 42nd Street, New York.

ARGENTINA (12,600,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Adrogue (13,700)	Tribuna	....	D	.....	.....	.....	.....	...	....	....	..	.....
Avellaneda (61,000)	La Libertad (7)	1915	MD	60,000	S. A. Ed. La Libertad	Francisco Venturino	N. J. Ricagno	1⅞	22⅞	15⅞	6-8	Com., Ind., Home
	La Opinión	1915	MD	10,000	José Alberto Siciliano	F. García	José Arturi	2	21¼	14⅛	10	General
	Nueva Vida	....	D	.....	.....	.....	.....	...	....	....	..	.....
Ayacucho (12,000)	La Verdad	1905	D	2,000	.....	.....	.....	...	....	....	8	.....
	La Vos Del Ayacucho	....	D	500	.....	.....	.....	...	....	....	8	.....
Azul (38,000)	Diario del Pueblo	....	D	5,000	.....	.....	.....	...	....	....	8	.....
	El Ciudadano	1907	DexSun.	6,000	José Santiago Ferreyro	José S. Ferreyro	H. A. Ferreyro	2¼	15⅝	19¾	8	General
	El Tiempo	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Provincia	1922	MDexSun.	2,000	Dolores Llorente	Tomás S. Llorente	M. Llorente	2⅝	20⅛	14⅛	6-12	General
Bahia Blanca (72,000)	Democracia	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Atlántico	1920	MD	10,000	M. Manzini & J. M. Pérez D.	M. Manzini	.....	2	19⅝	16¼	16	General
	El Censor	1906	ED	.....	F. J. Wortelboer	F. J. Wortelboer	.....	...	23	16	8	General
	El Régimen	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Justicia	1931	MD	2,000	Angel Inglese	Angel Inglese	Angel Borelli	2⅝	13⅝	9½	..	Legal
	La Acción	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Gaceta	1936	EDexSun.	.....	Reynaldo R. Romero	Reynaldo R. Romero	.....	2¼	19¾	13⅝	8	General
	La Nueva Provincia (1)	1898	MD	21,500*	Diario La Nueva Provincia Soc. de Resp. Limitada	Vicenta C. de Julio	Juan Calderón	2	21¾	15⅞	12-16	General
Balcarce (20,700)	El Liberal (14)	....	D	1,500	.....	.....	.....	...	....	....	..	.....
	La Opinión	....	D	.....	.....	.....	.....	...	....	....	..	.....
Belle Ville (15,300)	Adelante	....	D	1,000	.....	.....	.....	...	....	....	4	.....
	La Era	....	D	1,000	.....	.....	.....	...	....	....	4	.....
	La Mañana	1930	MD	1,500	Ernesto Márques	Ernesto Márques	.....	2	17¾	6	4	General
	Tribuna	1935	ED	5,000	Salvador E. Leonetti	Salvador E. Leonetti	J. E. Romo	2	20⅝	13⅞	6	Upper
Bernal (14,600)	Crónicas	....	D	.....	.....	.....	.....	...	....	....	..	.....
Bolivar (23,400)	El Imparcial (14)	1919	MD	1,000	.....	.....	.....	...	....	....	..	.....
	El Radical	....	D	1,000	.....	.....	.....	...	....	....	..	.....
	La Verdad	....	D	.....	.....	.....	.....	...	....	....	..	.....
Bragado	El Censor	....	D	.....	.....	.....	.....	...	....	....	..	.....
Buenos Aires (2,415,200)	Argentinisches Tageblatt (Ger.)	1889	MD	30,000	Alemann & Cia., Ltda. S. A. G.	Dr. E. F. Alemann	E. Alemann	2¼	20⅞	15	10	Gen'l German, Anti-Totalit.
	Buenos Aires Herald, (Eng.) (7)	1876	MD	29,500*	Buenos Aires Herald, Ltd.	J. J. & C. R. Ruggeroni	.....	1⅞	20½	15¾	20	Eng.-Speaking
	Buenos Aires Standard (Eng.) (12)	....	MD	20,000	Juan L. Mulhall	.....	.....	...	....	....	..	Eng.-Speaking
	Correo de Galicia	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Diario del Comercio	1910	MD	.....	.....	.....	.....	2	18¾	5 Col.	12	Com.
	Diario de Licitaciones	1925	MD	.....	.....	Federico Plá	.....	...	22	14⅛	8	Legal
	Di Presse (Yiddish)	1918	MD	42,000	Soc. Col. di Presse	P. Katz	G. Morkin	1⅞	20⅞	15¾	10-12	Jewish

* Certified. ** ABC

Leadership in Argentina

LA NACION of Buenos Aires

- Long recognized as one of the world's greatest newspapers.
- Winner of the Maria Moors Cabot Award.
- Known for its pulling power, superior coverage and prestige.
- It has the circulation that counts and receives the preference of advertisers who want to reach live prospects.

In the Argentine it's **LA NACION**

Editorial Office:
FERNANDO ORTIZ ECHAGUE
50 Rockefeller Plaza
New York, N. Y.

U. S. Advertising Representatives
S. S. KOPPE & COMPANY, INC.
630 Fifth Avenue, New York, N. Y.
Telephone—CIrcle 6-1320

STONE WALL

IT is related that when the Confederate forces under General Barnard Bee at the first battle of Manassas were routed and were fleeing from the field of battle in confusion the general rallied them by saying "There stands Jackson, like a stone wall."

Whether this story is true or not, we do not know; but we do know that since 1869 LA PRENSA of Buenos Aires has stood like a stone wall for freedom of speech, for freedom of the press, for freedom of worship. During that period it has given the people of Argentina, and many of the people of the world, the truest and most accurate account of events that could be had. It has led them in the paths of democracy and it has stood like a stone wall between the people and threats against their freedom.

Largely this is why LA PRENSA is one of the great newspapers of the world. In Argentina people read other papers, of course, but when they question something they always say "Let's look in LA PRENSA and see whether it is true."

LA PRENSA

OF BUENOS AIRES

LATIN AMERICA'S GREATEST NEWSPAPER

Represented by

JOSHUA B. POWERS, INC.

345 MADISON AVENUE, NEW YORK CITY

LONDON BUENOS AIRES RIO DE JANEIRO MEXICO CITY

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 210*)

ARGENTINA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Buenos Aires (2,415,200)	El Avisador Mercantil	1878	MD	.....	S. A. El Avisador Mercantil	F. Pernecco P.	.....	...	15	11	12	Com.
	El Centinela	1934	MDexMon.	9,000*	Alejandro J. Miroli	Alejandro J. Miroli	Arturo Carro	2⅛	20⅛	15¾	..	Military
	El Cronista Comercial	1908	MD	37,000*	Perrotta & Cía	Dr. Carlos C. Malagarriga	Luis María Perrotta	2⅛	20⅛	15	8	Com. & Ind.
	El Día	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Diario (12)	1881	MD	129,300	.....	Norberto Laines	.....	2⅛	19⅛	6 Col.	12	General
	El Diario Español	1872	MD	42,800*	S. A., El Diario Español	A. López de Gomarra	.....	2⅛	15⅛	11	10-12	Conservative
	El Diario Israelita (Yiddish)	1914	MDexSat.	42,000*	Matías Stoliar	Matías Stoliar	S. Scheinin	2	23¼	15¾	10-12	Jewish (Middle Class)
	El Diario Siriolibanés (Syrian)	1929	MD	35,000*	Emilio Constantino	Emilio Constantino	E. Constantino	2⅛	14¼	9⅛	12	Syrian
	El Economista Argentino	1924	MD	7,500	Editorial Épica	A. Tomada	.....	2⅛	19⅛	13¼	8	Com. & Ind.
	El Mundo (13)	1928	MD	465,700*	Empresa Ed. Haynes, Ltda.	C. Mucio Sáenz P.	L. Mendonca	2	15	10¼	40	General
	El Pueblo	1900	MDexMon.	73,000*	Soc. Comand. El Pueblo-Sanguinetti & Cía	José A. Sanguinetti	Cesar I. Premoli	2⅛	16	11⅛	24	Catholics
	El Sol	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Húngaro Délamerikai Magyarság (Hung.)	....	D	.....	.....	.....	.....	...	....	....	..	Hungarians
	Il Mattino D'Italia (Ital)	....	MD	.....	.....	.....	.....	...	....	....	..	Italians
	Informaciones	1934	MDexMon.	8,000	Alejandro J. Miroli	A. Almansa de Lecumberri	.....	2⅛	14⅛	9	8	General
	Kurjer Polski (Polish)	1928	MD	38,000	J. Kandratowicz & B. Lasecki	J. Kandratowicz	.....	2⅛	19⅛	13	6-24	Polish
	La Crítica (1)	1913	ED	325,000	Buenos Aires Poligráfica, S. A.	Eduardo Bedoya & Juan Rigaldo	.....	2⅛	21	8 Col.	18	General
	La Fronda	1919	MD	.....	.....	F. Uriburu	.....	...	....	....	..	General
	La Nación (4)	1870	MD	220,000D* 340,000S*	S. A. La Nación	Dr. B. Mitre, J. Drago M. & A. Caprile	C. W. Bowers	2	21⅛	8 Col.	24-30	General
	La Nueva Provincia	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Prensa (6)	1869	MD	300,000D* 440,000S*	E. P. Paz & Zelmira Paz de Anchorena	E. P. Paz & Dr. Alberto Gainza Paz	.....	2⅛	21⅛	16⅛	32	General
	La Razón	1905	MD	179,000	S. A. La Razón	R. Peralta Ramos	V. J. Rodriguez	2	19¼	15¾	16	General
	La Vanguardia (14)	1894	MD	70,000	S. A. Editora La Vanguardia	A. Ghioldi	J. A. Rodriguez	2	20⅛	15¾	8	Workers
	La Voce del Calabresi (Ital.)	....	D	.....	.....	.....	.....	...	....	....	..	Italians
	La Voz del Comercio	....	D	.....	.....	.....	.....	...	....	....	..	Com.
	Le Courrier de la Plata (French)	....	MD	.....	.....	.....	.....	...	....	....	..	French
	Libertad	1927	MD	25,000	.....	Antonic de Tomaso	.....	...	....	....	4	General
	Los Edictos	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Magyar Só (Hungarian)	....	MD	.....	Guillermo F. Magyary	.....	.....	...	....	....	..	Hungarians
	Noticias Gráficas (10)	1931	ED	250,000	José Wenceslao Agusti	José W. Agusti	E. Solari P.	2	21¾	15⅞	14-18	General
	Poder Y Justicia	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Pregón	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Telégrafo Mercantil	....	ED	.....	.....	.....	.....	...	....	....	..	.....
Carlos Cásares (11,600)	El Demócrata	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Oeste	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Ley	....	D	.....	.....	.....	.....	...	....	....	16	Legal
Chacabuco	El Argentino (14)	....	D	1,800	.....	.....	.....	...	....	....	4	.....
Chascomús (10,000)	Chascomús	....	D	.....	.....	.....	.....	...	....	....	4	.....
	El Argentino	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Cronista	....	D	.....	.....	.....	.....	...	....	....	..	.....
Chivilcoy (40,000)	La Razón	1910	MD	4,000	.....	.....	.....	...	....	....	..	.....
Colón (11,300)	Diario del Pueblo (14)	1918	ND	2,000	José Orlando Ferrari	José Orlando Ferrari	.....	...	....	....	..	.....
Comodoro Rivadavia (8,000)	El Chubut	1921	MDexMon.	1,500	Est. Gráfico El Chubut, S. A.	Nicolás Moral	Diego Riso	2	18⅛	12¼	8	General
	El Rivadavia	1915	MDexSun.	3,500	Juan Martín Barranco	Juan P. Castro	.....	2⅛	....	....	6	General
	El Socialista	....	D	.....	.....	.....	.....	...	....	....	..	Socialist
	La República (14)	....	D	.....	.....	.....	.....	...	....	....	..	.....
Concepción del Uruguay (25,000)	La Gaceta	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Los Principios (14)	1924	MDexSun.	5,000	S. A. Los Principios	Dr. M. E. Nocetti	.....	2¼	22⅛	19	8-10	General
	Tribuna	....	D	.....	.....	.....	.....	...	....	....	..	.....
Concordia (35,000)	Democracia	1927	MDexMon.	5,000	Lázaro Leibovich	Lázaro Leibovich et al	Pedro Larrarte	...	....	6 Col.	8	General
	El Diario	....	NDexSun.	3,100	Héctor F. Olivera	Héctor F. Olivera et al	E. Díaz	2⅛	23⅛	7 Col.	8	General
	El Heraldo	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Litoral	1901	EDexSun.	4,500	Antonio L. de Luque	Antonio L. de Luque	P. N. González	2	22⅞	16⅛	8	Agr., Com.
	La Epoca	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Nota	....	D	.....	.....	.....	.....	...	....	....	..	.....
Córdoba (273,400)	Córdoba	1928	ED	25,000*	Soc. Editorial Córdoba, S. A.	José W. Agusti	.....	2	20⅛	8	14	General
	El País (4)	1935	MD	25,000	S. A. El País	V. F. Negritto	.....	2	22	8	16	General
	La Voz del Interior (1)	1904	ED	25,000	La Voz del Interior	José Menard	.....	2⅛	22	7 Col.	..	General
	Los Principios (6)	1894	MD	31,800*	.....	José I. Dutari	.....	2	21	17¾	20-38	General
Coronel Suárez (12,000)	El Fiscal	1904	MD	5,600*	Manuela V. Z. de Vaso	Augusto F. Vaso	.....	2⅛	17¾	13	6	General
	El Imparcial	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Noticioso	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Pueblo	....	D	.....	.....	.....	.....	...	....	....	..	.....
Corrientes (67,000)	El Liberal	1909	ED	5,600	Dr. Juan Ramón Vidal	Gustavo A. Agaret	.....	2⅛	19	15⅛	12	General
	El Noticioso	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Mañana	....	D	.....	.....	.....	.....	...	....	....	..	.....
Curuzú Cuatía (20,000)	Acción	....	D	.....	.....	.....	.....	...	....	....	..	.....
Dolores (10,000)	El Nacional	....	MD	.....	.....	J. Negri	.....	21⅛	....	14½	..	General
	El Sur	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Tribuno	1925	ED	1,920*	Mariano Conti	Mariano Conti Hijo	.....	2¾	....	6 Col.	8-32	General
	La Reforma	....	D	.....	.....	.....	.....	...	....	....	..	.....
General Alvear (4,800)	El Independiente	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Reacción	....	D	.....	.....	.....	.....	...	....	....	..	.....
General Lamadrid	La Verdad	....	D	.....	.....	.....	.....	...	....	....	..	.....
General Pico (18,000)	El Norte	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Reforma	1923	MD	4,000	.....	Manuel C. Ramírez	.....	...	....	....	6	.....
General Uriburu	El Debate	....	D	.....	.....	.....	.....	...	....	....	6	.....
	La Tarde	1915	ED	1,000	.....	.....	.....	...	....	....	12	.....
Goya (18,600)	Ecos	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Adalid	1925	ED	.....	J. M. Villalobos	J. M. Villalobos	.....	2⅛	22⅞	15¾	8	General
Gualeguay (17,000)	El Debate	1901	ED	2,400	Carlos P. Carrera	Carlos P. Carrera	.....	2⅛	21¾	14⅛	6	General
	El Día	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Justicia	....	DexSun.	.....	.....	.....	.....	...	....	....	..	Legal
	La Mañana	....	D	.....	.....	.....	.....	...	....	....	..	.....
Gualeguaychú (29,500)	El Argentino	1911	MD	5,000	Nicolás Montana	Nicolás Montana	.....	2	15¾	21¾	8-12	General
	El Censor	1902	ED	2,800	Pedro Jurado	Pedro Jurado	.....	...	....	....	8	.....
	El Diario	....	D	2,800	.....	.....	.....	...	....	....	8	.....
Juárez (12,000)	Claridad	....	D	.....	.....	.....	.....	...	....	....	6	.....
	El Nacional	....	D	1,600	.....	.....	.....	...	....	....	6	.....
	Tribuna	1936	D	1,700	Antonio F. Glorioso	Antonio F. Glorioso	Rogelio Zelayeta	2¼	12⅛	5 Col.	6	.....
Jujuy (17,900)	Crónica	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Día	1910	MDexSun.	2,000	Manuel Fermín Villarpando	M. F. Villarpando	M. F. Villarpando	2¼	22⅛	12⅞	8	General
	El Radical	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Opinión	1919	EDexSun.	5,000	Cesario F. de Bedia	Cesario F. de Bedia	.....	2¼	19¾	13¼	8	.....
Junín (40,000)	Democracia	1931	ED	4,800	Dr. Moisés Lebensohn	Dr. Moisés Lebensohn	P. L. Corbella	2	19¾	14⅛	10	Com. & Agr.
	El Tribuno	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Trovador	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Voz del Pueblo	....	D	.....	.....	.....	.....	...	....	....	..	.....
Lanuz	Acción	....	D	.....	.....	.....	.....	...	....	....	..	.....
La Plata (125,800)	Actualidades	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Buenos Aires	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Argentino (13)	1916	MD	18,600*	Tomás R. García, Suc.	Ramón T. García	Raul P. Maison	2	14¼	14	12	Middle & Upper
	El Día (10)	1884	MD	49,740*	Hugo F. Stuns & Cía	Hugo F. Stuns & Enrique R. Noriega	E. J. Baccaro	2	21⅛	16	10-12	General
	El País	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Provincial	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Tiempo	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Provincia	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Los Debates	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Los Principios	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Nuevos Rumbos	1925	NDexSun.	5,000	Rafael Rosa Macías	Rafael Rosa Macías	.....	2	14¼	10⅛	4-6	.....
	Opinión	1922	EDexSun.	5,000	Suc. Federico M. Della Croce	Raúl Torres Piñero	E. B. Cáceres C. & Isabel Montes de Oca	2	20⅛	7 Col.	8	Home
	Patria	....	D	.....	.....	.....	.....	...	....	....	..	.....
Lincoln (30,000)	Ariel-Constitución	....	D	.....	.....	.....	.....	...	....	....	..	.....
Lomas de Zamora (35,000)	Avance	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Derecho	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Comuna	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Unión	....	D	.....	.....	.....	.....	...	....	....	..	.....

* Certified. ** ABC

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 212*)

ARGENTINA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Mar del Plata (46,500)	El Atlántico	....	D	.....								
	El Progreso	1896	MDexMon.	4,700	Julio Auliel	Julio Auliel		2⅝	20⅞	19¾	10	
	El Trabajo	....	ED	.....								
	La Capital	1905	MD	.....		Victorio Tetamonte					8	General
	La Hora	....	D	.....								
	La Libertad	....	D	.....								
	La Tarde	....	D	.....								
Mendoza (87,000)	El Comercio	1920	MDexSun.	4,000*	Manuel Eduardo Butti	Manuel E. Butti	Luis Gallo	2¼	15¾	10⅞	8–10	General
	La Libertad (6)	1924	MD	15,000	Dr. Edmundo Alberto Cuervo	Dr. E. A. Cuervo	B. A. Cuervo	1⅞	20½	15¾	8	Com. & Ind.
	Los Andes (1)	1882	MD	32,000*	Felipe Calle et al	Felipe Calle	Ernesto Ferrer	2	20½	15⅞	12	General
Mercedes de Buenos Aires (18,100)	El Oeste	....	D	.....								
	El Orden	1894	MDexMon.	5,600*	Soc. de Cayetano Lendino	Emilio A. Lendino	Mariano Acosta	2¼	20⅞	13⅞	8	Middle
	La Hora	....	D	.....								
	La Ley	....	D	.....								Legal
	La Provincia	....	ED	.....		E. Haregay				5 Col.	18	
	Mercedes	....	D	.....								
Mercedes de Corrientes (15,000)	El Independiente	....	D	.....								
Mercedes de San Luis (33,700)	La Montaña	....	D	.....								
	La Voz del Sur (14)	1903	MD	3,000							8	
Necochea (17,000)	Ecos Diarios	1921	NDexMon.	1,800	Soc. Ecos Diairos en Cta	Saul Ignacio	Enrique Ignacio	2	20½	15⅝	8	General
	Nechochea	....	D	.....								
	Tribuna Libre	....	D	.....								
Nueve de Julio (20,000)	El Porvenir	1895	MD	.....	J. Gallup de A				22⅞	15¾	8	General
	El Tribuno	....	D	.....								
Olavarria (27,000)	Democracia	....	D	.....								
	El Popular	1899	MD	.....						15		
	La Idea	....	D	.....								
Paraná (73,200)	El Diario	1914	MD	.....		J. J. Castro		2⅛	22½	7 Col.	16	General
	La Acción	1911	MD	4,500*	La Acción, S. A.	Dr. A. Gómes del Río	B. Cocco	2	20½	17¾	8	Catholics
	Libertad	....	ED	3,000								
Pehuajo (15,400)	El Debate	....	D	.....								
	El Diario	1933	MDexMon.	2,100	Cayetano Vitale	Cayetano Vitale & P. Landa	H. J. Rech	2½	17¾	23¾	8–10	General
Pergamino (55,000)	El Tiempo	1927	MD	6,000							8	
	La Opinión	1917	MD	6,500	Enrique Venini	Enrique Venini		2⅛	20⅝	15⅝	12	General
	La Tarde	....	D	.....								
	La Tribuna	....	D	.....								
Posadas (33,000)	Diario Oral	....	D	.....								
	El Territorio	1925	NDexSun.	2,500	Humberto Péres & Axel Tullberg	Humberto Péres		2⅝	19¾	27⅝	8	
	La Tarde	....	D	.....								
Punta Alta (16,000)	El Regional	1922	EDexSun.	3,800*	Alfredo Palermo	Alfredo Palermo et al		2	18⅝	26½	8	General
	La Comjina	....	D	.....								
	Nueva Época	....	D	.....								
Quilmes (30,000)	El Sol	....	D	.....								
Rafaela (69,500)	El Diario del Norte	....	D	.....								
	El Norte (14)	1914	EDexSun.	2,600	David Mazzi	David Mazzi	José Buriasso	1⅝	20½	....	8	General
Resistencia (12,000)	El Pueblo	1936	EDexSun.	1,500	Cesar Espíndola Moreira	C. Espíndola M		....	....	7 Col.	8	General
	El Territorio	1919	EDexSun.	6,000	Zamudio, Viola y Bisón	E. Zamudio	E. Bisón	1¾	20½	15⅝	8	General
	La Voz del Chaco	1915	ED	.....	Angel D'Ambra	Angel D'Ambra		2⅛	22⅞	15¾	8	General
Rio Guarto (36,800)	El Figaro	....	D	.....								
	El Pueblo	....	MD	.....		Luciano Subirach						
	Justicia	1921	MDexSun.	2,000	Ventura G. Ferreyra	Ventura G. Ferreyra		2⅛	20½	13	4	General
	Tribuna	1935	EDexSun.	500*	S. A. Tribuna	J. Eduardo Molina	José Rosales	2¼	18⅝	12⅞	4	General
Rio Gallegos (7,100)	La Mañana	1937	MDexMon.	1,500		E. Schön		2¼	18¾	11¾	10	General
	La Unión	....	D	.....								
Roque Sáenz Peña (10,000)	La Voz de Sáenz Peña	....	D	.....								
Rosario (504,600)	Diario Nuevo	....	D	.....								
	El Pueblo	....	D	.....								
	El Tribunal de Comercio	1895	MD	3,000	Guillermo A. Blanco	Guillermo A. Blanco		2	17⅝	12½	6	Com., Ind., Fin.
	La Acción (10)	1918	MD ED	32,000 11,000	La Acción	Dr. Francisco Scarabino	V. Scarabino	2	21⅝	15¾	16	General
	La Capital (1)	1867	MD	63,300*	La Capital	J. Lagos Mármol		2	23¾	8 Col.	24	General
	La Crónica	1914	ED	.....	Mario Perassi	Angel Saggese		2⅛	23⅝	17	12	General
	La Democracia	1924	ED	16,000	José Guillermo Bertotto	José G. Bertotto		1⅞	16½	15⅝	10	General
	La República	....	D	.....								
	La Tribuna	1931	MD	6,800	Dr. Alberto Graffigna	Ing. Francisco Bustelo		2⅛	19¾	14⅛	12	General
Salta (38,600)	El Intransigente (14)	1920	MD	14,000*	David Michel Torino	David Michel Torino	José Serralta	2	14⅝	9½	12	General
	El Norte	....	ED	1,500							6	
	El Pueblo	....	D	.....								
	La Nueva Epoca	1910	ED	5,000		A. Cambolini		2⅝	17⅝	6 Col.	4	General
	La Provincia	....	D	.....								
	Proclama	....	D	.....								
San Francisco (30,000)	El Progreso	....	D	.....								
	La Voz	1915	MDexMon.	4,500	Formento y Martínez	Mario L. Formento	C. Martínez M	2	22½	15⅝	8	General
San Juan (20,000)	Diario Nuevo	1915	MD	5,000	Héctor Conte G	Héctor Conte G	A. A. Quiroga	2	19¾	15¾	8	General
	El Zonda	....	D	.....								
	La Acción	....	D	.....								
	La Reforma	1924	EDexSun.	17,000	Dr. Federico Cantoni	E. Rodrigues	Juan Serantes	1⅞	15⅝	10¼	8	General
	Tribuna	1931	MDexMon.	7,000*	Alberto L. Graffigna	Santiago S. Graffigna	J. A. Cordón R	2¼	19¾	6 Col.	12–16	Generral
San Luis (28,800)	La Opinión	1913	ED	5,000	Mario Ponticelli	Mario Ponticelli		2¼	19	13¼	6	General
	La Reforma	1892	EDexSun.	2,500*	Justo del Cerro	Justo del Cerro		2⅛	13¾	11¾	6	Genesl
San Miguel (8,000)	Ariel	....	D	.....								
	San Miguel	....	D	.....								
San Nicolás de los Arroyos (30,000)	El Comercio	1906	MD	.....			M. Urturbey	....	....	....	..	General
	El Norte	1872	MD	.....				2⅝	20⅞	5 Col.	4	General
	El Progreso	....	D	.....		Eduardo Lazzari		....	....	....	12	
	El Tribuno	....	D	.....				....	....	....	12	General

* Certified. ** ABC

Read

EDITOR & PUBLISHER

Fifty-Two Weeks a Year

to keep in touch with all the news of newspaper making and advertising.

$4.00 the Year 10c the Copy

1700 Times Tower

New York, N. Y.

Don't fail to cover the rich Province of

MENDOZA

Second largest petroleum producing center of Argentina

Use

LA LIBERTAD

Published every morning and upholding the best traditions of the Argentine press.

Exclusive Representatives

JOSHUA B. POWERS INC.

345 Madison Avenue NEW YORK CITY

MUNDO AERONAUTICO

Forerunner of Aircraft Design in South America

ESTABLISHED 1932

ILLUSTRATED MONTHLY MAGAZINE OF AERONAUTICS

Oldest and Most Complete Aviation Magazine in Spanish

Address: 949 RIVADAVIA 949 BUENOS AIRES, ARGENTINA

Exclusive Representatives in the United States

JOSHUA B. POWERS, INC.

345 MADISON AVENUE NEW YORK CITY

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 213*)

ARGENTINA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
San Rafael	Crónica	....	D	600				...	....	....	4	
	El Comercio	1920	MDexSun.	1,800	M. E. Butti & P. Luc Ximénes	P. Luc Ximénes & R. Angel		2⅛	15¾	11⅛	8	General
	El Orden	....	D					...	....	....	..	
Santa Fé (145,500)	El Imparcial	1914	ED	10,000	Eradio Doce Mateos	Eradio Doce M. et al.	P. A. Guibert	2	20½	15⅞	8-12	General
	El Litoral (7)	1918	MED	45,000*	Suc. de Salvador Caputto & Pedro A. Vittori	Riobó Caputto		1⅞	20⅞	15¾	16-20	General
	El Orden (10)	1927	MD	27,900	El Orden, de Resp., Ltda	Fernando Estrada	Raul Estrada	2	19¾	15⅞	10-16	General
	La Mañana	....	D					...	....	....	..	
	La Nueva Epoca	1886	MD	15,000				...	....	....	12-16	
	La Provincia	1923	MD	10,000				...	....	....	16	
	Santa Fé	1911	MD	10,000				...	....	....	4	
Santa Rosa (11,800)	El Heraldo	....	D					...	....	....	..	
	Germinal	1913	ED			A. Corona Martinez		2	20½	14⅛	6	General
	La Arena	....	D					...	....	....	..	
	La Capital	....	D					...	....	....	..	
Santiago del Estero (64,500)	Acción	....	D					...	....	....	..	
	El Combate	....	D					...	....	....	..	
	El Liberal	1898	MD	8,000	Sind. Periodistico Angi	Dr. S. Castiglione		2⅛	22	15⅝	8-10	General
Tandil (42,000)	El Eco del Tandil	....	ED	3,000				...	....	....	8	
	Nueva Era	1919	EDexSun.	6,000	José E. Cabral	O. J. Aboal		2⅛	20½	14¾	10	General
	Tribuna	....	D					...	....	....	..	
Trenque Laúquen (17,000)	El Diario	....	D					...	....	....	..	
	El Independente	1899	NDexSuñ.	4,500*	Alfredo Esma	Alfredo Esma et al.	Benito Esma & A. Caldentey	2	21¾	15	4	Com. & Ind.
	La Opinión	....	D					...	....	....	..	
Tres Arroyos (42,000)	La Comuna	1921	MD		Fabio S. Dufán	Rafael U. Giovanetti		2⅛	20	7 Col.	16	General
	La Hora	1933	MDexMon.	3,500	Mateo Mastronardi et al	Mateo Mastronardi	Félix Rodrigues	2	19¾	13⅞	10	General
	La Vos del Pueblo	1905	MD			E. Betolaza		2⅛	21¾	7 Col.	8	General
Tucumán (140,000)	El Comercio	....	D					...	....	....	..	
	El Orden	1881	ED	18,000				...	....	....	..	
	La Flecha	1933	MDexMon.	8,000	José Guardiola & R. Molina	José Guardiola		2¼	19	6 col.	8	General
	La Gaceta (6)	1912	MD	51,653		A. Garcia H.		2⅛	22¼	16¾	15	General
Veinticinco de Mayo	El Heraldo	....	D					...	....	....	..	
Villa María	El Tiempo	....	D	2,000				...	....	....	6	
	Heraldo	1929	MD	1,500	Figueroa & Larlos	S. R. Figueroa		..	17¼	12⅝	12	General
	Momento	1931	ED	3,800*	Enrique Martinez Luque		Arturo Martinez	2	18⅞	12¼	8	Middle & Upper
Zarate	La Tarde (14)	1915	MD	1,500	Leonidas Luna	Leonidas Luna		2¼	13½	8	..	

BOLIVIA (3,171,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Cochabamba (37,000)	El Imparcial (14)	1930	MDexMon.	2,500*	Romulo Araño Perero	Rómulo Araño P.	Carlos Rocavado	2	20	12½	8-10	General
	El País	....	D					...	....	....	..	
	El Tiempo	....	D					...	....	....	..	
	La Prensa	....	D					...	....	....	..	
La Paz (205,000)	El Diario (11)	1904	MD	12,000	Empresa El Diario	J. Carrasco J.	L. Carrasco J.	2	19¼	13¾	8-12	General
	La Calle (14)	1936	MDexMon.	15,000*	Armando Arce	Armando Arce	Luis Palacios	1⅞	19¾	6 Col.	8	General
	La Crónica	....	ED					...	....	....	..	
	La Noche (11)	1937	EDexSun.	12,000*	Mario Flores	Mario Flores	José Thenier	1⅞	20½	15⅝	12	General
	La Rasón (6)	1917	MD	24,000*	Carlos V. Aramayo & Guillermo Gutiérrez Vea Murguia	Guillermo Gutiérrez Vea Murguia	J. L. Zurita	2	21⅝	8 Col.	12	General
	Pregón	....	....					...	....	....	..	
	República	1920	MD	3,000		Gabriel Gonzles	T. F. Lescano	2¼	16¾	6 Col.	4	General
	Ultima Hora (11)	1928	ED	14,000	Arturo Otero	Arturo Otero	Guido Ferrari Pedrazzi	2⅛	19	7 Col.	..	General
Oruro (44,000)	La Mañana (14)	1932	EDexMon.	8,000	José Antonio Muños	J. Murillo V.	J. A. Muñoz	2⅛	19¾	13⅝	8	Popular
	La Patria (1)	1919	MD	5,000	Dr. Demetrio Canelas	F. Loaiza B.		2	19¾	13⅝	8	General
	Noticias (13)	1936	MDexMon.	2,500*	Luis Suazná bar V. & Alfredo Suazná bar B.	David Ríos R.	A. Suazná bar V.	2	20⅝	14¼	8	General
Potosí (33,200)	Alas	1932	MDexMON.	2,100	Alas, S. A.	M. Calderón		2¼	18⅞	15	4	General
	El Tiempo	....	D					...	....	....	..	
	La Tribuna	....	D					...	....	....	..	
Puerto Suárez	La Frontera	....	D					...	....	....	..	
Santa Cruz (20,700)	El Frente	1936	MDexMon.	2,000	Sixto Montero Joyos	Jes.s Menacho		...	19¾	5 Col.	4	General
	El Tiempo	....	D					...	....	....	..	
Sucre	La Prensa (13)	1836	MD	3,400		Armando Oropeza		2¼	18½	13½	4	General
Tarija (17,200)	El Antoniano	....	D					...	....	....	..	
	Tarija Unida	....	D					...	....	....	..	
Trinidad (15,000)	Sureo	....	D					...	....	....	..	

BRAZIL (45,500,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Aracajú (60,000)	O Estado de Sergipe	1902	MD	2,500	União de Sergipe	J. Simões Brito		2⅛	17⅝	11⅛	4	General
	Sergipe Jornal	1919	EDexSun.	1,200*	Dr. Alvaro Fontesda Silva	Dr. Alvaro Fontes da Silva	Jason Sousa Santos	2⅛	16⅛	6 Col.	4	General
Araraquara (70,500)	O Imparcial	1932	MD	2,000	Soc. Imparcial, Ltda	Antonio Silva		1¾	20¼	13	8	General
Bagé (58,000)	Correio do Sul	1914	MD	4,000	Empr. Graph. Correio do Sul	Carlos Mangabeira		1¾	20	14⅞	6-8	General
	O Dever	1900	MD	3,500	A. L. Dupont	A. Dupont		1⅝	24	16¼	6	General
Baia (370,000) (Address as São Salvador)	A Tarde	....	ED					..	....	....	..	
	Diario da Bahia	1856	MD	8,000	Diario da Bahia, S. A.	Gustar Pacheco		2	21¾	14⅝	8	General
	Diario de Noticias	1875	ED	10,000	Diario de Noticias	Altamiranda Requião		2	22⅝	16¼	8	General
	Diario Official	1915	MDexSun.	4,000	Daia State Government	Dr. Bianor Baleiro		2⅛	14½	7 Col.	56	Official
	Estado da Bahia (21)	1932	MDexSun.	16,000*	Empr. Ed. Estado da Bahia, S. A.	Octavio Santiago		1¾	22½	15⅝	8	General
	O Imparcial	1918	MDexMon.	20000*	Alvaro M. Catharino	Alvaro M. Catharino		2	22⅝	13⅞	8	
Baurú (48,5 00)	Correio da Noroeste	1931	MDexMon.	.3,500	José Fernandes	José Fernandes		1⅞	17⅝	11½	4-6	General
Belém (3 00-000)	Folha do Norte	1896	MD	10,000	Paulo Maranhão	Paulo Maranhão		2	21¾	15⅝	8-16	General
	O Estado do Pará	1910	MD	10,000	A. Justo Chermont	A. Justo Chermont		2⅛	22¼	15½	8	General
Bello Horizonte (180,000)	Diario da Tarde (21)	1930	ED	9,000	S. A. Estado de Minas	Dario de Almeida Magalhaes		2⅛	22	15⅛	6-8	General
	Estado de Minas (21)	1927	MD	25,000	S. A. Estado de Minas	Dario de Almeida Magalhaes		2⅛	22	15⅛	6-8	General
	Folha de Minas	1934	MD	15,000	S. A. Folha de Minas	Affonso de Mello Franco		1⅞	19½	13⅞	12-24	General
	Minas Geraes	1892	MD	21,000*	Minas Geraes State Government	Dr. Ciro V. Dos Anjos		2	15⅝	10⅛	16-32	General
	O Diario	1935	MDexMon.	20,000*	Boa Imprenta, S. A.	Dr. João Franzen de Lima		2⅛	21½	14¾	8-10	General
Blumenau (41,000)	Cidade de Blumenau	1924	MD	3,000	A. Balsini	Aquiles Balsini		2⅛	19	13⅛	4	General
Botucatú (40,500)	Correio de Botucatú	1901	MD	1,500	M. Deodoro Pinheiro Machado	M. Deodoro Pinsiro Machado		2⅛	19½	13½	4	General
Campinas (140,000)	Correio Popular	1927	MD	6,000	Correio Popular, S. A.	A. Ribeiro		2⅛	22½	15¼	8-12	General
	Diario do Povo	1912	MDexMon.	6,000*	Antonio Franco Cardoso	Washington Aquino Cardoso	José R. Cardoso	2	21⅝	15⅞	8	General
Campo Grande (30,000)	Jornal do Commercio	1921	EDexSun.	2,200*	Dr. Jayme F. de Vasconcellos	Dr. Jayme F. de Vasconcellos		2	16⅝	11⅛	4-6	General
Campos (232,500)	A. Gazeta	1921	MD	3,000	Alvaro Neives	A. Alvarenga Filho		2⅝	22⅝	16	4	General
	Folha do Commercio	1908	MD	3,500	Associação Commercial de Campos			2⅛	21⅝	15⅝	4-6	Com., Ind., Agr.
	Monitor Campista (21)	1834	MD	5,000	S. A. Monitor Campista	Joaquim de Mello		2⅛	22⅝	15½	4-6	General
Catanduva (34,000)	A. Cidade	1930	ED	1,000	João Celestino da Costa	João C. da Costa		1¾	19⅞	13	4-6	General
Cruz Alta (48,000)	Folha da Serra	1937	MDexMon.	2,200*	Prado Junior	Prado Junior		2	18¾	11⅛	4-12	General
Curityba (120,000)	Correio do Paraná	1933	ED	6,000		Heitor Valenye		1⅝	19¼	13	8	General
	Diario da Tarde	1899	NEDexSun.	10,000*	Hildebrando de Araujú	Dr. Breno Arrudo	Lufrido Clock	1⅝	20½	14⅛	6	General
	Gazeta do Povo	1919	MDexMon.	12,000*	Placido E. Silva & Cia., Ltda	Dr. Placido E. Silva	A. de Souza Naves	1⅞	21⅞	15¾	8	Com., Ind. & Prof.
	O Dia	1923	MDexMon.	10,000*	Empr. Ed. O Dia, Ltda	Drs. Caio Machado & G. da Motta	Miguel Rosa	1⅞	20⅞	13	8	General
Florianópolis (51,000)	A República	1927	MD	3,000	Empr. Gráphico-Ed., Ltda			2⅛	18¾	13¼	8	General
	Diario Official do Estado	1934	EDexSun.	2,000	Santa Catharina State Government	Batista Pereira		..	....	....	..	Official
	O Estado	1915	ED	3,500	Altino Flores	Altino Flores		2⅛	19½	13	8	General
Fortaleza (147,000)	Correio do Ceará (21)	1915	ED	6,000	S. A. Correio do Ceará	Dario de Almeida Magalhaes		2⅛	20	13¼	8	General
	Gazeta de Noticias	1926	MD	5,000		Ruy Costa de Souza		1⅞	16¾	11⅞	12-16	General
	O Estado	1936	MD	4,000		Placido Castello		1⅞	15⅞	11⅛	16	General
	O Povo	1928	EDexSun.	7,000*	Demócrito Rocha	Demócrito Rocha et al	J. R. Costa	1¾	20½	16⅛	8	General
Garanhuns (36,000)	Garanhuns Diario	1930	MDexMon.	400			Dario Rego	1⅞	11⅛	4 Col.	4	General
Ilheos (81,000)	Diario da Tarde	....	ED	3,500	Empr. Ed. Diario da Tarde, Ltda			...	....	....	..	
Itapetininga (35,000)	Tribuna Popular	1923	MD	1,000	A. Galvão Junior			...	....	....	..	
Jahú (56,500)	Commercio do Jahú	1908	MD	1,500	Gomes & Cia	Octacilio Gomes		2	18½	12¾	4	General
João Pessoa (105,000)	A Imprensa	1897	MD	5,000				...	....	16⅞	8	General
	A União	1882	MD	6,000	Parahyba State Government	Orres Barbosa		2⅛	16½	11	16-32	General

* Certified. ** ABC

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 214)

BRAZIL—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Joinville (38,500)	A Noticia	1923	MDexMon.	8,600*	Aurino Soares	Aurino Soares		1⅞	23¾	8 Clol.	6	General
	Jornal de Joinville	1919	MD	2,000	Eduardo Schwartz	F. G. Schwartz		2⅛	18¾	13⅛	6	General
Juiz de Fora (127,000)	Correio de Minas	1894	MDexSun.	2,000*	Albertino Gonçalves Vieira	Albertino Gonçalves Vieira	Albertino Gonçalves Vieira	1⅞	17	11¼	4–6	General
	Diario da Matta	1932	MD	3,000		A. Salles Duarte		2⅛	19½	13¼	6	General
	Diario Mercantil	1911	MEDexMon.	9,600*	S. A. Diario Mercantil	Dario de Almeida Magalhaes & Renato Dias Filho		1¾	20½	15¾	6	General
	Gaseta Commercial	1924	MD	2,650	Editora Mineira, S. A.	José da Rocha Lagoa		1¾	19½	17¾	8	Com., Ind., Agr.
Maceió (134,000)	A Noticia	1930	ED	2,000*	José Antonio Silva	José Antonio Silva	H. Silva	...	22½	....	..	General
	Gaseta de Alagoas	1933	MD	4,000		Luiz Silveira		2	19¾	14⅛	8	General
	Jornal de Alagoas	1908	MD	6,000	S. A. Jornal de Alagoas	Dr. Arnou de Mello		1 15/16	19½	12¼	8–12	General
Maníus (91,000)	Diario da Tarde	1837	ED	3,000	H. Archer Pinto	H. Archer Pinto		2⅛	22¼	15⅛	6	General
	Jornal do Commercio	1907	MD	5,000	Dr. Vicente Reis	Dr. Vicente Reis		2	21	16¼	8–12	General
	O Jornal	1930	MD	6,000	H. Archer Pinto	H. Archer Pinto		2	22¼	16⅝	8	General
Marilia (75,000)	Diario Paulista	1933	EDexSun.	2,500	J. Herculano Pires	J. Herculano Pires	Francisco de P. Ferraz, Jr.	1¾	18⅛	13¼	4	General
Natal (53,000)	A Ordem	1935	MD	2,000	Centro de Imprensa C. M. M.	Otto Guerra		2⅛	20	13¼	4	Catholics
	A República	1889	MDexMon.	5,000	Rio Grande do Sul State Government	Dr. Eldison Varela	João C. de Vasconcellos	2⅝	15¾	11⅛	8–12	Official
	O Diario	1942	EDexSun.	5,000*	Empr. O Diario, Ltda	Ruy Moreira Paiva et al	D. Paiva Filho	1⅞	17	11¼	8	General
Niteroy (38,000)	Diario da Manhã	1922	MDexMon.	11,000*	José de Mattos	Alvaro Pereira	A. de S. Lobo	2⅛	19¾	12⅝	8	General
	O Estado	1919	MD	8,000	S. A. O Estado	Mario Alves		2	21¾	16½	6–10	General
	O Fluminense	1878	MD	5,000	Luiz Azevedo	Luiz Azevedo		2	23½	17	6–10	General
Paranagua (28,000)	Diario do Commercio	1912	MD	3,000	Prefecture of the City	Cesalpino Passos		....	....	....	..	Official
Passo Fondo (78,000)	O Nacional	1925	ED	2,000	H. Annes & Cia	Herculano Annes		2⅛	19¾	13⅛	4–6	General
Pelotas (104,000)	A Opinião Pública	1896	EDexSun.	5,000	Florencia D. de Moura	Mario Dias de Moura		1⅞	20½	15⅝	6	General
	Diario Popular	1890	MDexMon.	5,500*	Graph. Diario Popular, Ltda	Pedro Campos	J. G. Wetzel	2⅛	19¾	15⅝	8	General
Petrópolis (90,000)	Jornal de Petrópolis	1924	MDexMon.	2,500*	Teodoro Eduardo Duvivier (Official Organ, Municipal Pref.)	Klebs Pessoa Cavalcanti	K. P. Cavalcanti	1⅞	21	13	6	Com. & Ind.
	Tribuna de Petrópolis	1902	MD	2,500		Alvaro Moraes	Vicente de Paula Paixão	2¼	22⅛	7 Col.	4	General
Piracicaba (77,000)	Jornal de Piracicaba	1900	MD	2,000	J. Franco	Leandro Guerini		2	22¼	16¼	4	General
Ponta Grossa (36,000)	Diario dos Campos	1906	MDexMon.	10,600*	José Hoffmann	José Hoffmann	U. Stremel	2	19	12⅝	..	General
Porto Alegre (337,000)	A Nação	1938	MDexMon.	11,000	Centro da Boa Imprensa	Nestor Pereira	L. A. Campignone	1¾	15	9¾	16	General
	Correio do Povo	1895	MD	25,000	Empr. Vva. Caldas Junior & Cia., Ltda	Brenno Caldas		1 11/16	21½	15¾	12–24	General
	Diario de Noticias (21)	1925	MDexMon.	30,000*	S. A. Diario de Noticias	Ernesto Correia	J. Freire	2	20⅞	15¾	10–12	General
	Estado do Rio Grande	1929	EDexSun.	15,000				...	17¾	12	12	Politics
	Folha da Tarde	1936	ED	25,000*	Empr. Vva. Carlos Junior & Cia., Ltda	A. Pasqualini	A. Obino	2	15¾	10¼	12	General
Recife (500,000) (Also known as Pernambuco)	Diario da Manhã	1927	MD	10,000	Empr. Diario da Manhã, S. A.	R. Carneiro da Cunha		1 15/16	21¾	15	16	General
	Diario da Tarde	1927	ED	8,000	Empr. Diario da Manhã, S. A.	R. Carneiro da Cunha		2⅛	21¾	15	6	General
	Diario de Pernambuco (21)	1825	MD	11,000	S. A. Diario de Pernambuco	Diario de Almeida Magalhaes		2⅛	20⅝	15	12–24	General
	Folha da Manhã	1938	MD	8,000		Arthur de Moura		1⅞	16⅞	11½	16	General
	Jornal do Commercio	1919	MD	9,000	Jornal do Commercio, S. A.	F. Pessoa de Queiroz		1 15/16	20	15	16	General
	Jornal Pequeno	1897	ED	8,000	Romeu E. Renato Medeiros	Romeu Medeiros		2⅛	22	15¾	6	Catholics
Ribeirão Preto (86,000)	Diario da Manhã	1898	MDexMon.	3,000	Costabile Romano		Ângelo Romano	2⅛	20⅝	18⅛	6	General
	Diario de Noticias	1927	MDexMon.	2,250*	José da Silva Lisboa	Dr. Oswaldo da Silva Lisboa	Dr. Orlando Raggasoni	1 13/16	19½	13	4	General
Rio Claro (44,500)	Diario do Rio Claro	1886	MD	2,000	José David Teixeira	Jodate David		1 15/16	16¼	11⅛	6	General
Rio de Janeiro (1,800,000)	A Nação	1933	MD	5,000		A. Franca & J. de C. A. Silva		1 15/16	19⅞	13⅞	12–20	General
	A Noite	1911	ED	210,000*	S. A. Rio Editora	Octavio Lima	A. Ramos	2⅛	21½	15⅝	8–16	General
	A. Noticia	1894	MD	3,000	Empr. de Publ. A Noticia, Ltda	Leonardo Gomes	C. A. Gauch	1¾	19¾	13⅛	8	General
	A Patria	1920	MD	5,000		Antenor Novaes		2⅛	21¾	15⅛	8	Middle

* Certified. ** ABC

•

LA RAZON

LA PAZ

•

THIS principal newspaper of Bolivia is now so far ahead of its colleagues in circulation and prestige that any insertion in its columns is guaranteed to reach a vast majority of the Bolivian reading public. The tremendous success and popularity achieved by La Razón is attested to by the fact that its circulation has increased by 400% during the past three years. Equipped with a complete new modern plant, it offers perfect service and satisfactory results.

»» • ««

Exclusive Representatives

JOSHUA B. POWERS, INC.
345 Madison Ave., New York City

London Buenos Aires Rio de Janeiro
Mexico City

VALPARAISO

is the most important commercial center upon the West Coast of South America

LA UNION

is its most important newspaper

•

Exclusive Representatives

JOSHUA B. POWERS, Inc.
345 MADISON AVE.
NEW YORK CITY

We Can Help Export Advertisers in BRAZIL

DUE to the innumerable handicaps under which a United States advertising agency had to work in order to do business directly with Brazilian publishers, JOSHUA B. POWERS, INC., opened an office in Rio de Janeiro more than 10 years ago, at the request of some of our clients.

This office was designed to be a service station to American advertisers who did not wish to place business through local channels or associates, or who were not adequately equipped to do so.

During these 10 years our office has serviced a large number of important accounts, placing their advertising on the most favorable terms available in all publications of Brazil, according to schedules determined by the advertiser. Its service charges normally save money for its clients, in addition to giving them valuable on-the-ground help.

We invite your inquiry, because our Brazilian office gives a type and quality of service to North American agencies unmatched by anyone else.

Our New York office is direct representative for the following

LEADING PUBLICATIONS OF BRAZIL:

VIDA DOMESTICA—The leading magazine of Brazil devoted to all phases of Brazilian life. Published monthly.

SOMBRA—The "class" magazine of Brazil, and absolutely in a class by itself. Published monthly, it reaches the richest buying power of the Republic.

DIARIO DE NOTICIAS—The largest and most important morning newspaper of Rio de Janeiro.

SITIOS & FAZENDAS—Leading farm and fazenda magazine of the country.
FAUNA—Outstanding magazine devoted to the plant and animal life of Brazil.
HORA MEDICA—One of the best medical journals of Latin America.

JOSHUA B. POWERS, INC.
International Publishers' Representatives
345 MADISON AVE. NEW YORK CITY
Edificio d'A Noite Rio de Janeiro
also LONDON BUENOS AIRES MEXICO CITY

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page* 215)

BRAZIL—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Rio de Janeiro—Cont'd	A Vanguarda	1921	ED	20,000	Oscas Motta	Oscas Motta		2⅛	21¾	15	8	Middle
	Correio da Manhã	1901	MD	35,000	Dr. Paulo de Bittencourt	M. Paulo Filho		1⅝	23	17	16-32	General
	Correio da Noite	1935	EDexSun.	50,000	Dr. Mario Soares de Magalhaes	Mario Magalhaes	David F. Reis	2⅛	21½	15½	8	General
	Diario Carioca	....	D	.....	.....	Dante Jobim		....	....	....	..	.....
	Diario da Noite (21)	1929	ED	125,000	S. A. Diario da Noite	A. de Athayde		2	21½	16½	8	General
	Diario de Noticias (6)	1930	MDexMon.	56,200D 63,780S	* Soc. An. Diario de Noticias	Orlando R. Dantas	Pericles Neiva	1⅞	19¾	15½	12-14	Middle & Upper
	Diario Portugues	1931	MD	6,000	.....	Dr. M. M. Fabião		2⅛	21½	15¼	8	Portuguese
	Gaseta de Noticias	1872	MD	5,000	S. A. Gazeta de Noticias	Vladimir Bernardes		1⅝	20	14	12	General
	Jornal do Brasil	1891	MD	55,000	S. A. Jornal do Brasil	Barbosa L. Sobrinho		1⅝	21½	14⅞	32	General
	Jornal do Commercio	1827	MDexMon.	60,000*	Rodrigues & Cia.	Dr. Elmano Cardim	D. Coelho Fernandes	1⅝	23¼	18⅝	16-32	Upper
	Jornal dos Sports	1931	MDexMon.	48,000*	Jornal dos Sports, S. A.	Mario R. Filho	Cartes Behring	1⅝	21⅝	15	8	General
	O Globo	1925	ED	90,000	Va. Irineo Marino & Filho	Roberto Marino		2⅛	21¼	15	8	General
	O Imparcial	1934	MD	10,000	J. S. Maciel Filho			2	14⅞	10⅝	12-16	General
	O Jornal	1919	MDexMon.	51,000	Soc. Anon. O Journal	Assis Chateaubriand	Antonio Acevedo	2	21⅝	16⅝	16	General
	O Radical	1932	MDexMon.	58,000*	Rodolfo Carvalho	Rodolfo Carvalho	Reynaldo Reis	2¼	22½	14⅞	6	Middle
Rio Grande (70,000)	O Tempo	1906	MDexMon.	2,000	Saul Porto	Saul Porto	Adalberto Pereira	2	23⅝	15	4	General
Rio Preto (65,500)	A Noticia	1924	MDexMon.	3,000*	Empr. de Publ. A Noticia, Ltda	Leonardo Gomes	C. A. Cauch	1⅝	20½	13⅞	8	General
Santa Maria (62,500)	A Razão	1935	MD	6,000	Clarimundo Flores	Clarimundo Flores		2⅛	22	15½	6-8	General
	Diario do Interior	1916	MD	3,000	N. L. Osorio			2⅛	24	16¾	4	General
Santos (149,000)	A Tribuna	1894	MD	18,000	M. Nascimento Junior & Cia., Ltda.	M. Nascimento Junior		1⅞	21	15⅝	16	General
	O Diario	1936	MD	20,000	S. A. Diario Commercial	Carlos Laino Junior		1¾	20⅞	14⅝	12-16	General
São Carlos (54,500)	Correio de São Carlos	1898	MDexSat.	11,000	Prof. José Ferras Camargo	Prof. Eneas Camargo		2⅝	17	11⅞	4	General
São Luiz (85,000)	Diario da Tarde	1931	ED	3,000	.....	.....		2⅛	19	13⅛	4	General
	Diario do Norte	1937	MD	5,000D 8,000S	* Empr. Diario do Norte, Ltda	Dr. Antonio Lopes da Cunha & Dr. M. Jansen Pereira		2¼	19¾	6 Col.	6	General
	O Imparcial	1926	MD	5,000*	Dr. A. Pires Ferreira	J. Pires		2⅛	18¾	13⅛	8	General
	Pacotilha	1885	MD	5,000	.....	Constancio Carvalho		2⅛	19¼	13¼	6	General
São Paulo (1,200,000)	A Gazeta	1906	ED	100,000	Dr. Casper Libero	Dr. Casper Libero		2¼	19⅝	13⅝	12-16	General & Sports
	Correio de São Paulo	1931	ED	15,000	Empr. Paulista Jornalistica, Ltda	P. F. do Amaral		1⅝	17⅛	15	10	General
	Correio Paulistano	1854	EDexSun.	55,000*	S. A. Empr. do Correio Paulistano	Dr. H. Pentesado et al.	Dr. J. M. de O. Cesar	2	19¾	14⅝	16	General
	Diario da Noite (21)	1924	MDexSun.	110,000	S. A. Diario da Noite	O. Chateaubriand	N. D. Carvalho	2	19¾	13¾	12	General
	Diario de São Paulo	1929	MD	70,000*	S. A. Diario de S. Paulo	Carlos Rizzini	N. D. Carvalho	2	19¾	13⅞	18	General
	Diario Popular	1884	EDexSun.	22,000*	J. M. Lisboa & Cia., Ltda	Dr José M. Lisboa Junior & Dr. Rodrigo Soaves Junior	José María Lisboa & W. Seng	1⅞	21⅝	15⅝	12-12	General
	Folha da Manhã	1931	EDexMon.	115,000*	Octaviano Alves de Lima	D. de Lemos Asevedo	J. Soares Bairão	2	17¾	13⅞	18-24	General
	Folha da Noite	1921	ED	25,000	Folha da Manhã, Ltda	D. de Lemos Asevedo		1⅞	17½	13¾	8-10	General
	O Estado de São Paulo	1875	MDexMon. EDexSun.	100,000	S. A. O Estado de São Paulo	Dr. F. Mesquita	Dr. C. V. de Carvalho	1⅝	23½	16⅞	16-32	General
Sorocabá (83,000)	Cruseiro do Sul	1903	ED	2,000	Rocha & Correia	Carlos Correia		2⅛	23¼	15½	4	General
Therezinha (61,500)	Diario Official	1931	MD	5,000	Piauhy State Government	.....		2⅛	12½	8¾	8	Official
	O Tempo	1932	ED	3,500	Claudio Pacheco	Claudio Pacheco		2⅛	16½	11	4	General
Uberaba (70,000)	Lavoura e. Commercio	1899	NDexSun.	4,000	Quintiliano Jardim	Dr. Georges C. Jardim & Rauli Jardim		2	19¾	15⅝	6	Genera
Victoria (37,000)	A Gazeta	1928	MDexMon.	3.000*	S. A. A Gazeta	Heitor Raso Bélache	Octavio Lisboa	1⅞	18	13	6	General
	A Tribuna	1938	MNED	4,000*	Reis Vidal	Reis Vidal		2	19⅞	13⅛	6	General
	Diario da Manhã	1906	MD	5,000	Espiritu Santo State Government	Elpidio Pimentel		1⅞	21⅞	15¾	8-12	General

* Certified.

CHILE (4,300,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Antofagasta (58,000)	El Abecé (11)	1920	DexMon.	8,000*	Mateo Skarnic Harasic	Alfonso Meléndes		2	19¾	13⅞	6-8	Genera
	El Mercurio de Antofagasta (4)	1906	MD	15-20,000	Soc. Chilena de Publicaciones	H. Silva		2	20¼	7 Col.	..	Upper
Arica (16,000)	El Ferrocarril	....	ED	.....	.....	.....		....	....	....	..	Railroad
	El Pacifico	....	MD	.....	.....	.....		....	....	....	..	.....
Chillán (39,000)	La Discusión (1)	1870	MDexMon.	9,000	Alfonso Lagos Villar	A. Lagos Villar et al.		2	19¾	7 Col.	8	General
	La Ley	....	D	.....	.....	.....		....	....	....	..	Legal
Concepción (87,000)	El Sur (1)	1882	ED	20,000*	Aurelio Lamas	Luis Silva F		2	21	8 Col.	8	General
	La Patria	1924	MD	20,000	Cox & Cia	Esequiel de la Barra		2	20½	16	..	General
Copiapó (10,000)	El Amigo del País	....	MD	6,000	.....	Juan Butoglia		....	....	....	..	General
	El Atacameño	....	D	.....	.....	.....		....	....	....	..	.....
	La Mañana	....	D	.....	.....	.....		....	....	....	..	.....
	La Opinión	....	D	.....	.....	.....		....	....	....	..	.....
Coquimbo (20,000)	El Norte	....	D	.....	.....	.....		....	....	....	..	.....
	El Progreso	....	MD	2,000	Carlos Brito	.....		....	....	....	..	General
Curicó (16,000)	El Diario Comercial	1926	MDexMon.	2,000	Julio Nilo Basualto	Julio Nilo Basualto	Amada de Herrera	2¼	19	13¼	6-8	General
Iquique (50,000)	Crítica	....	D	.....	.....	.....		....	....	....	..	.....
	El Tarapacá	1894	MD	5,000	Soc. Chilena de Publicaciones	Alberto Brandán		2	20½	14	6-8	General
	La Opinión	....	D	.....	.....	.....		....	....	....	..	.....
La Serena (21,000)	El Chileno	1906	MD	6,000	Gabriel Gonzáles	Adolfo Salvatierra		2	21⅝	15¾	4	General
	El Coquimbo	1879	MD	1,500	Julio Guerra M.	Julio Guerra M		2⅛	15	6 Col.	..	Rad. Soc.
	El Diario	1924	MD	2,500	Julio Hernández S.	Julio Hernández S		1⅞	19⅝	15	4	General
Limache (9,000)	Las Noticias	....	D	.....	.....	.....		....	....	....	..	.....
Linares (15,000)	La Región	....	D	.....	.....	.....		....	....	....	..	.....
	La República	....	D	.....	.....	.....		....	....	....	..	.....
Osorno (13,000)	La Prensa	1917	MD	4,000	C. P. Ide	C. P. Ide		2	20½	....	8	General
Ovalle (10,000)	El Diario	1930	MD	1,250*	Archbishopric	Prof. S. Ph. Venegas R.	Prof. S. Ph. Venegas R.	2	19⅝	12¼	4	General
	El Tamaya	1876	MD	2,000	J. A. Jarquera V.	J. M. Jarquera V.		2	19	12¼	6	General
	La Verdad	....	D	.....	.....	.....		....	....	....	..	.....
Punta Arenas (31,000)	El Magallanes	1894	ED	3,600*	Suc. de P. Hrdalo	Alfredo Andrade B.	A. Andrade B	2¼	19¾	13	8	General
	La Verdad	....	D	.....	.....	.....		....	....	....	..	.....
Quillota (20,000)	El Diario	1899	ED	.....	Lucila Calderón	Lucila Calderón		2⅝	19⅝	14¼	4	General
	El Quillotano	....	D	.....	.....	Domingo Ponce		....	....	....	..	General
Rancagua (22,000)	El Teniente	....	D	.....	.....	.....		....	....	....	..	.....
San Antonio (3,000)	La Ley	....	D	.....	.....	.....		....	....	....	..	.....
	La Vos del Puerto	....	D	.....	.....	.....		....	....	....	..	Legal
Santiago (775,000)	Crítica	....	ED	.....	.....	.....		....	....	....	..	.....
	Defensa	1940	ED	15,000	Liga de Defensa	Jorge Pinochet	Gabriel Mora	1¾	14⅝	9½	8	.....
	El Diario Ilustrado (1)	1902	MD	50,600	Empr. Per. Diario Ilustrado de Chile, S. A.	L. Silva S.	L. Silva S.	1¾	22½	15	20	Upper
	El Diario Official	....	MD	.....	.....	Carlos Cerda		....	....	....	..	Official
	El Imparcial	1926	ED	30,000	Imparcial, S. A.	A. Altamirano G		1⅞	13½	5 Col.	20	General
	El Mercurio (4)	1900	MD	60,000D 100,900S	Empr. El Mercurio, S. A	A. Briceño	L. Brain	1⅞	20¾	8	..	General
	El Siglo	1940	MD	35,000	Barra & Cia., Ltda	Raúl Barra S	S. Barra W	1¾	....	8 Col.	12-20	General
	La Hora (6)	....	MD	45,000	La Hora	M. Muirhead		1⅞	22	14⅞	15	General
	La Nación (6)	1917	MD	40,000	Empr. Per. La Nación, S. A	L. Garmuri		2	20¾	15¼	16-22	Upper
	La Opinión	....	MD	20,000	.....	.....		....	....	....	..	General
	La Tarde	....	ED	1,000	.....	.....		....	....	....	..	.....
	Las Ultimas Noticias (4)	1900	EDexSun.	70,000	Empr. El Mercurio, S. A	Byron Gigot		1⅞	15½	5 Col.	16-18	General
Talca (58,000)	La Mañana	1906	MD	4,500	Vicente Ig. Rojas Labarca	Vicente Ig. Rojas L.		1¾	20½	14⅝	8	Com., Ind., Agr.
Tal Tal (40,000)	La Razón	1909	ED	.....	Carlos Thompson	.....		2⅛	18⅞	6 Col.	6	General
	La Vos del Pueblo	....	D	.....	.....	.....		....	....	....	..	.....
Temuco (77,000)	El Diario Austral (1)	1916	MD	23,000*	Soc. Periodística del Sur, S. A	Oscar Arellano A	Sixto Plana & René Glade	2⅛	20½	15	16	Com., Agr., Ind
Tocopilla (12,000)	La Prensa (4)	1924	MD	2,500	Soc. Chilena de Publicaciones	F. Murillo L		2	20½	14⅛	8	Upper
Valdivia (50,000)	El Correo de Valdivia (1)	1895	MD	15,000*	Soc. Periodística del Sur, S. A	Victoriano Mora E	E. Cognan R	1⅝	22½	15¾	10	General
Valparaiso (255,000)	El Heraldo	1888	MD	2,000	Emilio Aris Fernández	A. R. Fernández		2⅛	19¾	13¾	6	General
	El Mercurio (4)	1827	MD	37,300	Empr. El Mercurio, S. A	H. Goetz		1⅞	21	8	16-18	General
	Gaceta de Navegación	1911	MD	1,000	.....	.....		....	....	....	..	Shipping
	La Estrella (4)	1928	EDexSun.	10,300	Empr. El Mercurio, S. A	H. Goetz		1⅞	14¼	5 Col.	16-18	Middle
	La Unión (6)	1885	MD	24,040D 29,400S	Soc. Fernando Silva	Alfredo Silva Carvallo	E. Escudero	2⅛	22½	16½	12-16	Upper

COLOMBIA (8,700,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Barranquilla (170,000)	El Heraldo (1)	1933	MDexSun.	14,500*	Empr. Periodística, S. A.	Dr. J. B. Fernández	C. M. Pereira	2	21	16	12-16	Libera
	La Prensa (6)	1928	MDexSun.	14,000*	Martínez Aparicio, Ltda	Carlos Martínez Aparicio	A. Martínez A	2	21¼	16	12	General
Bogotá (367,000)	Diario Official	1864	MD	9,400*	Government of Colombia	S. Coreal Torres		....	....	....	8-36	Official
	El Diario Nacional	1918	MD	7,000	.....	Dr. B. Silva Herrera		....	9¾	6¾	..	General
	El Espectador (6)	1888	EDexSun.	23,000*	Luis & Gabriel Cano	Dr. Luis Cano & Alberto Galindo	Gabriel Cano	2	21	8 Col.	10	General
	El Liberal (10)	1911	MD	31,225	El Liberal, S. A	Alberto Lleras C	E. Gómez L	2	17¾	12½	16	General
	El Siglo (13)	1936	MD	23,700*	El Siglo, S. A	Laureano Gómez & José de La Vega	G. Losada Z	2	20	16	8-12	General
	El Tiempo (1)	1911	MD	70,400*	Dr. Eduardo Santos	Roberto García Peña	H. Péres R	2	21	16¼	16-24	General
	La Razón (11)	1936	MD	29,800	Soc. An. La Razón	Juan Lozano L		2	16	11½	20	Com. & Ind.

* Certified. ** ABC

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page* 216)

COLOMBIA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Bucaramanga (56,000)	El Deber (13)	1923	MD	3,000	Juan Cristóbal Martínez	Juan Cristóbal Martínez		2¼	18	11¼	8-12	General
	Panorama	1937	MD	1,400	José Joaquín Ortiz G.	José Joaquín Ortiz G.	J. J. Ortiz G.	2¼	17¾	13	4	General
	Vanguardia Liberal (1)	1919	MDexMon.	6,000	Alejandro Galvis Galvis	A. Galvis Galvis		2¼	21	17½	..	General
Cali (112,800)	Correo de Cauca	....	MD	.....				....	....	....	..	
	Diario del Pacífico (1)	1925	MDexSun.	12,000*	Soc. Industrial Tipográfica, S. A.	Dr. Primitivo Crespo & Luis Alfonso Delgado	Juan Borrero O.	2	20	16	8	General
	El Crisol (13)	1930	MD	5,000		Rafael I. Rodrigues		2	16½	12	8	General
	Nuevo Día (15)	1941	D	4,500	Nuevo Día, Ltd.	Carlos Navia B.		2⅛	18	6 Col.	..	General
	Relator	1915	EDexSun.	26,340	Empr. Editora Relator, S. A.	Jorge Zawadsky, et al	L. Zawadsky	2 11/16	21	8 Col.	8-24	Upper
Cartagena (90,500)	Diario de la Costa (10)	1916	MDexMon.	9,500*	Carlos Escallón	Carlos Escallón	Pedro Flores	2	20	16	..	General
	El Figaro (11)	1936	EDexSun.	8,000*	Empresa El Figaro, Ltda.	Eduardo Lemaitre	Rafael Castellón	1 15/16	20	17⅝	10	General
Cucuta (62,300)	Comentario	1922	MD	1,000				....	17¾	12¼	4	General
	Diario Liberal	....	MD	.....	Francisco Jaramillo Montoya			....	....	....	..	
Manizales (93,900)	La Patria (4)	1921	MD	8,000*		Jorge Mejía Palacid.	Gonzalo Uribe Mejía	2	20	16	8	General
	La Voz de Caldas (1)	1925	MD	3,000	Eudoro Garlarza Osa	D. Duque	E. Arias M.	2	17½	12	12	General
Medellín (185,000)	El Colombiano (13)	1912	MD	17,500	Julio O. Hernández & Fernando Gómes M.	Fernando Gómes M.	J. C. Hernández	2	19⅝	16⅝	12	Upper & Middle
	El Diario (14)	1930	MDexSun.	6,000	Eduardo Uribe Escobar	Emilio Jaramillo		2	18	6 Col.	8	General
	El Heraldo de Antioquia (1)	1926	MD	10,000		J. Tobón Quintero		2	21	8 Col.	16	General
	La Defensa (14)	1919	EDexSun.	14,000	Empr. La Defensa	Dr. H. Tobar H.		2	21	8 Col.	16	General
Palmira (35,000)	Nueva Patria (14)	1929	NDexSun.	5,000*	Américo Kuri	Américo Kuri	I. E. Arciniegas P.	....	....	5 Col.	..	
Pasto	El Derecho	....	D	.....				....	....			
Pereira (60,500)	El Diario (13)	1929	EDexSun.	800*	Emilio Correa Uribe	Emilio Correa Uribe	E. Correa U.	1⅞	....	6 Col.	8	General
Popayán (31,600)	El Liberal (14)	....	D	.....		Pablo Emilio Bravo		....	....		..	
Santa Marta (36,800)	El Estado (14)	1921	EDexSun.	1,000*	Ana F. & Sara Emilia de Echeverría	Ayen L. Henriques	A. L. Henriques	2¼	20	11½	6	General

COSTA RICA (606,600)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
San José (63,500)	Diario de Costa Rica (7)	1918	MDexMon.	10,000*	Otilio Ulate	Otilio Ulate	Max Acosta	2	20	16	8	General
	La Hora (7)	1932	EDexSun.	.....	La Hora	Otilio Ulate	Max Acosta	2	15	5 Col.	8	General
	La Prensa Libre (10)	1889	EDexSun.	7,500	José Borrasé R.	M. Cedeño B.		2	12¾	17½	8-24	General
	La Tribuna (6)	1919	MD	9,000	La Tribuna	J. M. Pinaud		2⅛	20½	16½	8-16	Upper
	Novedades	1936	MDexSun.	.....				....	15	10	8	General

CUBA (4,000,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Banes (32,000)	El Demócrata	....	D	150				....	22	15	4	General
	El Pueblo (14)	1915	EDexSun.	1,000	Fernando Rodrigues Rojas	F. Rodrigues R.	F. Rodrigues R.	2½	22	15	4	General
	Vos Nacionalista	....	D	.....				....	....	....	..	
Caibarién (18,000)	El Imparcial	....	D	.....				....	....	....	..	
Camagüey (133,000)	Acción	1936	EDexMon.	3,000*		R. Rius S.	R. Rius S.	2¼	21	16	6	General
	El Camagüeyano (1)	1927	MDexMon.	10,000	Cía. El Camagüeyano, S. A.	Dr. W. J. Rodrigues		2	22½	16¼	8-12	General
	El Noticiero	1931	EDexSun.	2,315	Dr. J. A. Plá et al.	J. A. Plá	R. A. Gonzáles G.	2	22	16½	4	General
	La Región	....	D	.....				....	....	....	..	
Cárdenas (36,000)	El Comercio	....	EDexSun.	1,500	Francisco G. Bacallao	F. G. Bacallao		2¼	18	11¼	..	General
	La Antorcha	1930	EDexSun.	1,000		José A. Comas		2¼	13¼	9	4	General
	La Democracia	....	EDexSun.	750		V. Gonzáles		....	20¾	14	4	General
	La Unión	1899	EDexSun.	500	Victorino Alvarez González	V. Alvarez G. et al.		2½	19½	31	4	General
Ciego de Avila (40,000)	El Pueblo	1905	EDexSun.	.....	Arredondo Hnos.	Tomás Arrendondo V		2¼	20	15½	8	General
	La Región	1919	EDexSun.	500	Enrique García P.	Enrique García P.		2¼	18	12	8	General
Cienfuegos (89,000)	El Comercio (4)	1902	NDexSun.	2,200	Cía. de Publicaciones El Comercio, S. A.	Pedro A. Aragonés		2⅛	21	15¾	8	General
	La Correspondencia (1)	1898	EDexSun.	12,000	La Correspondencia, S. A.	F. A. Velís et al.		2	20	17	8	General

* Certified. ** ABC

EL ESPECTADOR
of Bogotá

This is the only afternoon newspaper in Bogota. Its circulation of 23,427 copies (14,027 in Bogotá itself) places it far ahead of all others except one. It goes into the homes, and its inclusion in advertising schedules is very desirable for proper coverage of the market.

Exclusive Representatives

Joshua B. Powers, Inc.
345 Madison Ave.
New York City

In Barranquilla
THE *Paper is*
LA PRENSA
Necessary in every Colombian Advertising Campaign
—COMPLETE
—AUTHORITATIVE
—DOMINANT

Exclusive Representatives

JOSHUA B. POWERS, INC.
345 Madison Avenue
NEW YORK CITY
London Buenos Aires Rio de Janeiro
Mexico City

LA TRIBUNA
SAN JOSE

First
NEWSPAPER OF COSTA RICA

First in
PRESTIGE
First in
CIRCULATION

•

Exclusive Representatives

Joshua B. Powers, Inc.
345 MADISON AVE.
NEW YORK CITY

•

London Rio de Janeiro
Buenos Aires Mexico City

VIDA
OF
BOGOTA, COLOMBIA

VIDA, the bi-monthly magazine of COLOMBIA reaches 513 cities and towns of COLOMBIA. In addition, all the principal cities of Ecuador are also covered. VIDA is sent to specially selected families of these cities and towns regularly. The selection of the families to receive the magazine is made by the COMPANIA COLOMBIANA DE SEGUROS DE VIDA of BOGOTA, owners and publishers.

VIDA is in its seventh year of publication. It was established for the purpose of giving adequate information about life insurance policies to the people of COLOMBIA. At the time of its establishment, the sales of insurance policies averaged much less than one million pesos per month. In September, 1941, insurance policies to the value of $3,252,000 (Colombian pesos) were sold for that month. For the same month of September, 1942, the value of policies sold during that month amounted to $3,417,000. From the selected circulation secured for VIDA by the Advertising Department of its owners, came the above excellent development of steadily increasing sales.

It took quite a little effort to persuade the publishers of VIDA to have its pages opened to advertisers of American manufactured products. Now it is the turn of the American advertiser to get acquainted with VIDA as the outstanding magazine and advertising medium of COLOMBIA. In 1943 it will appear six times: February, April, June, August, October and December.

Please let us send you rates and sample copies of VIDA.

Exclusive Advertising Representatives in the United States and Canada

MELCHOR GUZMÁN COMPANY, INC.
9 Rockefeller Plaza • New York, N. Y. • Tel. Circle 7-2450

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 217*)

CUBA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Guanabacoa	La Publicidad	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Tribuna	....	D	.....	.....	.....	.....	...	....	....	..	.....
Guantánamo (66,000)	El Nacionalista	1931	NDexSun.	500	Narciso Balbuena	Samuel Balbuena	N. Balbuena	1½	16	11	4	General
	La Tribuna	....	ED	.....	.....	.....	.....	...	....	....	..	.....
	La Voz del Pueblo	1889	DExSun.	.....	.....	J. Vásquez	.....	..	24	18	6	.....
Habana (970,000, with suburbs)	Alerta (6)	1935	EDexSun.	21,000D 54,000Mon.	*Diario de La Marina, S. A.	.....	.....	2	16	10½	..	General
	Avance (4)	1933	EDexSun.	18,000D 48,000Sat.	Cía. Cubana de Publicaciones, S. A.	Dr. O. Zayas Portela	.....	2½	21½	8	14	Upper
	Diario de la Marina (6)	1832	MDexMon.	27,950D 48,000S	*Diario de la Marina, S. A.	Dr. José I. Rivero	R. M. Benítez	2	21	16½	28-48	Upper
	Diario Finanzas	1934	MDexMon.	5,000	Manuel Camio y Rodríguez	Manuel Camio y R.	M. Amador de la P.	2¼	21	8 Col.	8	Com., Ind.
	El Crisol	1934	MDexSun.	80,000	Alfredo Izaguirre y Hornedo	J. C. Gonzáles Rebull	.....	2	21	8 Col.	8	General
	El Mundo (4)	1901	MDexMon.	25,700D 43,000S	Diario de Inf. El Mundo, S. A.	A. García Ruiz	.....	2½	21½	8 Col.	24	General
	El País (7)	1921	MNEDexSun. E&Mon.N	80,000*	Empr. Editora El País, S. A.	Dr. A. Lamar S. (E). Victor Bilbao (M)	Juan Piñeiro	2	21½	16	34	General
	Flecha	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Frente	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Heraldo Comercial	1917	MD	10,500	Heraldo Comercial, S. A.	A. S. Alvarez	.....	2¼	22	17½	8	Agr., Com., Ind.
	Hoi Men Kong Po (Chinese)	1913	MDexSun.	3,800	Hoi Men Kong Po, S. A.	.....	.....	2	19½	15½	8	Chinese Repub.
	Hoy (13)	1937	MD	18,000	.....	Aníbal Escalante	.....	2	21	15	8	.....
	Industria y Comercio	1936	EDexSun.	.....	Cámara de Comercio de la República de Cuba	Rafael A. Dávalos	.....	3½	9¼	7¾	32	Com., Ind.
	Información (12)	1932	MDexMon.	38,500*	Información, S. A.	Dr. Santiago Claret	.....	2	20½	8 Col.	16	General
	La Discusión	1889	MEDexSun.	11,000	Tomás A. Julia	Tomás A. Julia	.....	2	22	16¼	8	Conservative
	Luz	1933	MEDexSun.	22,000*	Manuel Brafa Chansuolme	Manuel Brafa	Días Martínez	2½	21	16⅔	8	.....
	Man Sen Yat Po (Chinese)	1920	NEDexSun.	10,000	Kuomintang National Party	Juan A. Cheng	.....	...	23	34	10-12	Chinese Nat.
	Marina Rotogravure	....	MDexMon.	.....	.....	.....	.....	...	....	....	..	General
	Noticias de Hoy	1938	MDexMon.	18,000*	Empr. Ed. Noticias de Hoy	Aníbal E. Dellunde	.....	...	....	....	..	.....
	Noticiero Mercantil	1935	MDexMon.	2,500*	Empr. Ed. Noticiero Mercantil	Juan Borotae y Casanovas	I. A. Medero	2	23	17	8	Com., Fin.
	Prensa Libre	1941	MEDexMon.	41,200*	Editorial Prensa Libre, S. A.	Sergio Carbó	E. Yánis	2	21	14	8	General
	Pueblo	1937	EDexSun.	12,600	Empr. Ed. de la Habana, S. A.	Dr. L. F. Marsal	.....	2	21½	16¾	16	General
	The Havana Post (Eng.) (4)	1898	MDexMon.	9,900*	The Havana Post Company, Inc.	Clara Park Pessino	.....	2	20⅞	18⅝	12	Eng.-Speaking Colony
	Wah Mon Sion Po (Chinese)	....	EDexSun.	.....	Wang Chang Wu	E. Wong	.....	4	20	15½	12	Chinese
Holguín (17,000)	Diario de Holguín	1922	NDexSun.	1,000	Felipe Péres Jiménez	F. Péres J.	.....	1¼	17½	11⅞	4	General
Manzanillo (63,000)	Orientación	1934	EDexSun.	2,500	Hipólito Portal	Hipólito Portal	Hipólito Portal	2¼	20¼	18¼	4-6	General
Matanzas (70,400)	El Imparcial	1886	EDexSun.	6,000	Cía. Impresora, S. A.	Gustavo Moreno	César M. Casas	2¼	21½	15	6	General
	El Republicano	1900	EDexSun.	2,000	Ramón Soles	Ramón Péres et al.	.....	2½	22	6 Col.	4	General
Nuevitas	El Triunfo	....	D	.....	.....	.....	.....	...	....	....	..	.....
Puerto Padre (6,700)	El Liberal	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Localista	....	D	.....	.....	.....	.....	...	....	....	..	.....
Sagua la Grande (36,000)	El Popular	....	D	.....	.....	.....	.....	...	....	....	..	.....
	El Tiempo	....	D	.....	.....	J. M. Carnesde	.....	...	....	....	..	.....
	La Patria	....	D	.....	.....	F. Rosales M.	.....	...	....	....	..	.....
Sancti Spíritus (86,500)	El Fénix	1894	NDexSun.	1,800	Suc. de V. Taboada	José D. Taboada	José D. Taboada	2¼	19½	13½	4	General
San José de las Lajas	La Voz Lajera	....	D	.....	.....	.....	.....	...	....	....	..	.....
Santa Clara (97,000)	El Pueblo	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Mañana	....	MD	.....	.....	R. de la Paz	.....	...	....	....	..	.....
Santiago (143,000)	Diario de Cuba (1)	1917	MDexMon.	20,900	Eduardo Abril Amores	Mario Abril D.	.....	2¼	17¼	15¼	12-16	General
	El Combate	1917	MD	.....	.....	A. E. Ferrer	.....	2⅛	17⅞	....	..	General
	La Libertad	1934	MDexMon.	10,000	Esteve & Morales	.....	.....	2¼	20¾	15¾	8	General
	Las Noticias	1931	MDexMon.	4,000	.....	.....	.....	...	22	15	12	General
	Oriente (4)	1937	ED	10,500*	Carlos Dellunde	Dr. Ventura Dellunde	L. Martínez	2¼	21	7 Col.	8	General
	Prensa Libre	1924	D	6,500	.....	.....	.....	...	21	13	12-16	General
Trinidad	El Tiempo (14)	1922	EDexSun.	5,000*	José Zayas Rodríguez	José Zayas Rodríguez	Efraín Zayas	2¼	16	9½	4-8	General
	La Prensa	1907	ED	.....	Capestany Hnos.	J. S. Capestany	.....	...	....	....	..	.....
Victoria de las Tunas (63,000)	El Imparcial	....	D	.....	.....	.....	.....	...	....	....	..	.....

DOMINICAN REPUBLIC (1,580,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Barahona	El Esfuerzo	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Crónica	....	D	.....	.....	.....	.....	...	....	....	..	.....
Ciudad Trujillo (71,000)	Diario del Comercio (7)	1930	NDexSun.	7,000	José M. Roques Román	J. M. Roques R.	J. A. Martínez B.	2	17¾	16½	8	General
	La Nación (6)	....	D	12,000	Rafael Leonidas Trujillo	.....	.....	1⅞	21⅝	16	12	General
	La Opinión	1922	EDexSun.	9,000	La Opinión, C. for A.	José Ramón Estella	Luis Rosendo G.	2	21	16½	8	General
La Vega (7,000)	La Palabra	1929	ED	1,500	.....	Ramón A. Ramos G.	.....	..	18	12	4	General
Puerto Plata (9,000)	El Porvenir	1872	EDexSun.	2,000	Pedro Antonio Castellanos	Ignacio Certad H.	A. Rodríguez D.	2½	15	12	4	General
San Pedro de Macoris (20,000)	Diario de Macoris	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Prensa	....	D	.....	.....	.....	.....	...	....	....	..	.....
Santiago de los Caballeros (20,000)	La Información	1915	NDexSun.	2,500	La Información, C. Por A.	Luis A. Franco	.....	2	20	8 Col.	..	General

ECUADOR (3,000,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Ambato (10,000)	La Crónica	....	D	.....	.....	.....	.....	...	....	....	..	.....
Bahía de Caráquez (6,000)	El Globo	1911	MDexMon.	13,000*	Sra. Lucía de Palao	Gonzalo Centeno M.	.....	2	23⅝	5 Col.	6	General
Guayaquil (200,000)	El Telégrafo (1)	1884	MD	20,000D 25,000S	Cía. An. El Telégrafo	M. E. Catillo y Castillo	.....	2	21	8 Col.	12D 16S	General
	El Universo (4)	1921	MD	22,500*	Soc. An. El Universo	Ismael Péres Pasmiño	Buchner Péres C.	2	21⅝	15¾	12	General
	Gaceta Marítima	....	D	.....	.....	.....	.....	...	....	....	..	Maritime
	La Opinión Pública	....	MD	.....	.....	.....	.....	...	....	....	..	.....
	La Prensa (14)	1923	ND	3,000	Pompilio Ulloa Reyes	Pompilio Ulloa Reyes	Bolívar Ulloa S.	2½	21⅝	13⅝	8	General
Portoviejo (5,000)	El Cronista	....	D	.....	.....	L. Guinés	.....	...	....	....	..	General
	El Diario Manabita	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Provincia	1928	MD	1,200	Pedro Pablo Ramírez M.	Pedro Pablo Ramírez M.	P. P. Ramírez M.	2	12⅝	5 Col.	4	General
Quito (250,000)	El Comercio (10)	1906	MD	23,000	Carlos Mantilla	Carlos Mantilla	Jorge Mantilla	2	20¾	18¼	12-15	General
	El Debate (14)	1929	D	6,000	Mario Suárez B.	.....	.....	2½	21	7 Col.	6	General
	El Día (14)	1913	MD	12,500	Ricardo Jaramillo	Ricardo Jaramillo	.....	2	20	8 Col.	8-12	General
	Ultimas Noticias (10)	1938	ED	12,800	Carlos Mantilla	Carlos Mantilla	Jorge Mantilla	2	15½	10¼	12	General

* Certified. ** ABC

PANORAMA

Maracaibo Venezuela

Best serves American manufacturers and advertising agencies in the Lake Maracaibo region.

Representatives

S. S. KOPPE & CO., Inc.

630 5th Avenue, New York, N. Y.

The Choice of Every Advertising Campaign in the DOMINICAN REPUBLIC

LA NACION

OF CIUDAD TRUJILLO

It Covers the Entire Republic

—EFFECTIVELY
—ECONOMICALLY
—EFFICIENTLY !

Exclusive Representatives

JOSHUA B. POWERS, INC.

345 Madison Avenue

NEW YORK CITY

London Buenos Aires Rio de Janeiro Mexico City

DIARIO NUEVO of SAN SALVADOR

This morning daily is the leading newspaper of the Republic of Salvador in Central America. Established in 1933. Its circulation of 6500 is in part distributed by plane every morning reaching the other important cities of Salvador not later than 10 to 11 o'clock in the morning. For this reason it is used by every American manufacturer whose products are distributed in the Republic of Salvador.

Exclusive Advertising Representatives in the United States and Canada

MELCHOR GUZMÁN COMPANY, INC.

9 Rockefeller Plaza, New York, N. Y. Tel. Circle 7-2450

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 218*)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Cir.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
EL SALVADOR (1,745,000)												
Ahuachapán (30,800)	Diario de Ahuachapán	1924	MDexSun.	1,000	Dr. Antonio R. Lagos	J. E. Torruño		...	12	9	4	General
San Miguel (44,100)	Diario de Oriente	....	MDexSun.	.....	.....	.....	.....	...	22½	17½	6	General
San Salvador (101,000)	La Nación (14)	1923	MDexMon.	3,500	Rubén Membreño	E. Grimaldo	.....	2⅓	18⅞	15¾	..	General
	Diario Latino (7)	1890	MDexSun.	8,300	Miguel Pinto	Miguel Pinto	.....	2	20	16	10D 26Sat.	General
	Diario Nuevo (13)	1936	MDexSun.	8,000*	S. A. Diario Nuevo	Manuel Andino	Miguel A. Chacón	2	19½	8 Col.	8	General
	El Diario de Hoy (6)	....	MD	22,000	N. Viera Altamirano	Julio E. Avila	.....	2	13¼	10	..	General
	El Gran Diario (14)	....	DexSun.	8,700	.....	.....	.....	...	....	....	..	.....
	La Prensa Gráfica (1)	1915	MDexMon.	11,990*	Dutriz Hnos.	José Dutriz et al.	.....	1⅞	13	5 Col.	16	General
Santa Ana (82,300)	Diario de Occidente	1910	NDexSun.	4,500*	Ana. D. de Rossi	Rolando Velásquez	Rosa Valle & A. García	2⅓	20	14	8	General
	Diario de Santa Ana	....	MD	.....	.....	T. Trujillo Ortiz	.....	...	22½	17½	6	General
Sonsonate (21,000)	Heraldo de Sonsonate	....	DexSun.	.....	.....	.....	.....	...	22½	17½	8-10	General
GUATEMALA (3,284,000)												
Guatemala (175,000)	Diario de Centro América	1880	EDexSun.	5,000	Government	José Rodríguez	.....	...	20¼	13½	6-12	Official
	El Imparcial (10)	1922	EDexSun.	9,000	Alejandro Córdova	Alejandro Córdova	Carlos G. Durán	2	20	8 Col.	8-12	General
	El Liberal Progresista (14)	1931	EDexSun.	10,000*	Partido Liberal Progresista	Lic. Ricardo Peralta	H. Monterroso G.	2	20	16	8	Ind., Com., Agr.
	Nuestro Diario	1922	EDexSun.	.....	Muñoz, Plaza & Cía.	F. Hernández L.	.....	...	20½	15¾	8-16	General
HAITI (3,000,000)												
Port-au-Prince (125,000)	Haiti Journal	1929	EDexSun.	3,000	Félix Viard	Félix Viard	.....	...	24	18	4-6	General
	L'Action Nationale	....	D	.....	.....	.....	.....	...	....	....	..	.....
	La Phalange	....	D	.....	.....	.....	.....	...	....	....	..	.....
	Le Matin (14)	1907	MDexSun.	5,000	Clément Magloire	Clément Magloire	.....	2	21	8 Col.	8	General
	Le Nouvelliste	1896	EDexSun.	5,000	Ernest G. Chauvet	Ernest G. Chauvet	.....	...	....	5 Col.	6	General
	Le Soir	1942	EDexSun.	6,000	Gérard de Catalogne	.....	.....	2	22¼	17	6	.....
HONDURAS (960,000)												
La Ceiba (13,800)	Atlántida	....	D	.....	.....	Paca N. Miralda	.....	...	....	....	..	.....
San Pedro Sula (17,600)	Diario Comercial (4)	1933	NDexSun.	5,500	Cía. Editora de Honduras	J. M. Gonzáles Rosas	Enrique Mata	2	21	8 Col.	8	General
	El Heraldo	....	D	.....	.....	Prof. Leopoldo Aguilar O.	.....	...	....	....	..	.....
	El Norte (14)	1921	MDexSun.	5,000	Vidal Mejía	Vidal Mejía	.....	2	22	8 Col.	6	General
	El Cronista (14)	1912	MDexMon.	5,500*	Manuel M. Calderón	Manuel M. Calderón	R. Calderón E.	2	22	16	8	General
	La Epoca	1933	EDexSun.	4,800	Fernando Zepeda Durón	Fernando Zepeda Durón	Jose F. Gómez	2	22	16	4	General
	La Gaceta	....	D	.....	Government	.....	.....	...	....	....	..	.....
MEXICO (16,553,000)												
Aguascalientes (133,000)	Acción	1928	MD	3,300	Gabriel Macías	Gabriel Macías	.....	2	20½	7 Col.	8	General
Cananea (12,000)	El Intruso	1921	MDexSun.	650	.....	.....	.....	...	18	12	4	General
Chihuahua (40,000)	El Heraldo (5)	1927	MD	10,000*	Empr. Per. de Chihuahua, S. A.	Alberto Ruíz Sandoval	.....	2	20½	16	4-6	General
	El Temochic	1922	ED	.....	.....	Cecilio Robles	.....	...	13	10	4	General
	La Voz de Chihuahua (6)	1920	MD	6,000*	Editorial y Comercial Chihuahuense, S. A.	Luis Fuentes Saucedo	.....	2	18¼	12¼	4	General

* Certified. ** ABC

One of the Richest Sections of MEXICO is the State of YUCATAN

This is the great hemp and sisal area of the *world*. With the Philippines shut off we look almost entirely to YUCATAN to supply us. The American Government has contracted for 1,050,000 bales of hemp at a price of $37,800,000. This guarantees the economic prosperity of YUCATAN. To reach this important segment of the Mexican market, use the daily newspaper

DIARIO DEL SURESTE OF MERIDA

Rates and Circulation Figures on Request

JOSHUA B. POWERS, INC.

Exclusive Representatives

345 MADISON AVE., NEW YORK CITY

EXCELSIOR (Morning) **ULTIMAS NOTICIAS** (Afternoon)

The Two Outstanding Newspapers in Mexico

Widely recognized as indispensable in any advertising campaign.

WRITE FOR COPIES AND RATES

R. DE LLANO

Publishers' Representative

420 LEXINGTON AVE. NEW YORK, N. Y.

EL NACIONAL

Official Newspaper of the MEXICAN GOVERNMENT

RAUL NORIEGA, Managing Director

PUBLISHED MORNINGS DAILY AND SUNDAY

The newspaper of Government officials and employes, of the middle and liberal classes.

Complete National and International News Coverage

INFORMS
ORIENTS
INSTRUCTS

Advertising Representatives

JOSHUA B. POWERS, INC.

345 Madison Avenue, New York City

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 219*)

MEXICO—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Ciudad Obregón	Heraldo del Yaqui	1929	MDexMon.	2,500				...	23	18	4	General
Culiacán (14,000)	El Regional (5)	1930	MDexMon.	4,500D 5,500S	Luis G. Rico	Luis G. Rico	Luis G. Rico	2¼	19¾	6 Col.	4	General
	La Opinión	1924	MDexSun.	3,500		A. A. Zazueta		...	21	14½	4	
Durango (57,000)	Diario de Durango (8)	1920	MDexMon.	4,000*	Mauricio L. Sánchez	José Isauro López	A. Sánchez C.	2	20½	16½	4	General
	La Tribuna	1933	MDexMon.	2,500				...	21	14½	4	General
Guadalajara (185,000)	El Informador (5)	1917	MD	41,500*	Unión Editorial, S. A.	J. A. Castillo	J. Ruiz Farias	2	20	8 Col.	12-16	Middle & Upper
	Noticias de la Mañana (5)	1928	MD	3,500	Martín Pérez	Martín Pérez	Mario E. Bozzano	2	22½	19¾	4	General
Guaymas (19,000)	El Diario	1930	EDexSun.	8,000				...	16	7 Col.	4	General
	La Gaceta	1915	EDexSun.	1,000		Manuel Escobar		...	23	15	4	General
	La Tribuna	1926	MD	.....				...	25	18	4	General
Hermosillo (26,000)	El Imparcial	....	D	.....				...	....	....	..	
	El Pueblo (5) Pan American (14)	1924	EDexSun.	4,000	Israel C. González	Israel C. González		2	20	8 Col.	4	General
Hidalgo del Parral (16,000)	Correo del Parral	1922	EDexSun.	3,000*	J. G. Rocha	J. M. Sales & R. Rocha	E. L. Rocha	...	22	16	4	General
Jalapa (30,000)	Arco Iris	....	D	.....		Ciro Flores Pérez		...	....	....	..	General
	El Tema de Hoy	1925	ED	6,000	Hnos. Lunagómez	Vicente Lunagómez		2	17½	12	4	General
Juárez (44,000)	El Día	1926	MD	.....	S. R. Tromoso	José Palacios		...	24	18	4	General
	El Mexicano (11)	1931	MDexSun.	4,800		L. M. Trillo		2	21¾	8	8	General
La Paz	Acción	....	D	.....				...	....	....	..	
León (54,000)	Evolución	1931	MD	4,800				...	21½	15½	4	General
Los Mochis	La Prensa	....	D	.....				...	....	....	..	
Mazatlán (25,000)	Cronos	1931	EDexSun.	.....				...	....	....	..	
	El Demócrata Sinaloense (5)	1919	MD	.....	Enriqus López	S. D. Rodrigues		2¼	20	7 Col.	..	General
	El Día (14)	1936	MDexMon.	4,000				...	13	5 Col.	8	General
	La Voz de Occidente	1936	MD	3,200	Gonzalo Cabello			2	22	18	4	General
Mérida (111,000)	Diario del Sureste (6)	1931	MD	12,000*	Talleres Gráf. del Sudeste, S. A.	Humberto Lara y Lara	Juvencio Puga y Castillo	2	20½	16½	6	General
	Diario de Yucatán (5)	1925	MD	23,000	Cía. Tipográfica Yucateca, S. A.	Carlos R. Menéndes et al	Rubén Menéndes R.	2	20½	16½	8	General
	La Voz Peninsular	1926	MD	6,750*	Felipe Rosas Garibaldi	Felipe Rosas G.	E. Rosas R.	2	20½	16½	6	Com., Agr., Ind.
México, D. F. (1,230,000)	Boletín Financiero y Minero de México	1898	EDexSun.	.....	Cía. Per. Financiera, S. A.	J. A. Pérez de Lebrija		2½	16¼	12	8	Financial
	Diario de los negocios	1932	ED	.....				...	....	....	8	
	El Nacional (6)	1929	MD	.....	Secretaría de Gobernación	Raúl Noriega	Ernesto Ramos	2	21¾	16½	12	General
	El Popular	1938	MD	.....				...	21½	18½	8	General
	El Tiempo	....	ED	.....				...	....	....	..	
	El Universal (10)	1916	MD	.....	Soc. An. El Universal	José Gómez Ugarte	F. Lanz Duret	2	21½	16¼	22	General
	El Universal Gráfico (10)	1922	EDexSun.	.....	Cía. Periodística Nacional, S. A.	M. Lanz Duret, Jr.	J. V. Prada	2	14½	10¼	20	General
	Excelsior (5)	1917	MD	.....	Excelsior, Cía. Editorial, S. C. L.	R. de Llano	E. del Valle	2	20	16½	24	General
	La Afición (14)	1930	MD	.....	La Afición, Cía. Editora, S. A.	Alejandro Aguilar Reyes et al	F. Reynaud	2	14	10	16	General
	La Prensa (7)	1928	MD	.....	Coop. Ed. de Periódicos, S. C. A.	Luis Novarro	Octavio Novarro	2	14	10	32	Middle & Lower
	Novedades (14)	1935	MD	.....	Publicaciones, Herrerías, S. A.	R. Capistrano G.	Jorge Concha	2	20½	15¾	28	Middle & Upper
	Ultimas Noticias de Excelsior (5)	1936	NEDexSun.	.....	Excelsior, Cía. Editorial, S. C. L.	R. de Llano	Eduardo del Valle	2	20	16½	10N 4E	General
Monterrey (138,000)	El Norte	1938	MD	20,000*	Editora El Sol, S. A.	G. Enriques Simoni		2	21	8 Col.	6-8	General
	El Noticiero	1920	ED	.....	J. Navarro	J. Navarro		...	24½	18½	4	General
	El Porvenir (5)	1919	MD	18,500*	Editorial El Porvenir, S. A.	Federico Gómez Z.		2½	20¼	16½	8-10	General
	El Sol (6)	1922	EDexSun.	15,400*	Editora El Sol, S. A.	R. Junco de la Vega		2	20½	15¾	6	General
	El Tiempo (6)	1936	EDexSun.	10,000	Publicaciones Modernas, S. A.	Eduardo Martínez Celis		2	20	16½	6	General
Nogales (10,000)	Acción	1938	MD	3,000				...	18	24	4	General
	El Noroeste	1926	EDexSun.	1,000				...	24	18	6	General
Nuevo Laredo (16,000)	El Boletín Fronterizo	1930	MDexSun.	300				2¼	20¼	....	4-6	General
	Verbo Libre	1924	ED	500				...	30½	22	4	
Oaxaca (35,000)	El Oaxaqueño	....	MD	.....		Eduardo Pimentel		...	....	....	..	
	Mercurio	1920	MD	.....		Angel Taracena		2¼	20¼	8	4	General
	Oaxaca Nuevo (5)Pan Amer.(14)	1932	MD	7,000	Empr. El Oaxaqueño, S. A.	Eduardo Pimentel		...	18	12	4	Com., Ind.
Orizaba (47,000)	Los Sucesos	1930	MD	5,000	Cancino & Mendoza	Emilio C. Mendoza		2	13	....	4	General
Piedras Negras (18,000)	El Norte	....	D	.....		Augustín G. Alvarez		...	....	....	..	
Puebla (123,000)	A. B. C. (14)	1941	D	10,000	Carlos Sánchez P.			2	20	5 Col.	..	General
	Aristos	....	D	.....				...	....	....	..	
	Conciliación	....	D	.....				...	....	....	..	
	Diario de Puebla	....	D	.....				...	....	....	..	
	La Opinión (5)	1924	MD	6,000		José Ojeda González		2	21¾	7 Col.	6-8	General
	Nuevo Diario	....	MD	.....				...	....	....	..	
Puerto México (13,000)	Diario del Istmo	1934	MDexMon.	3,700D 4,300S	Diario del Istmo, S. A.	Antonio Garza Ruiz		2½	17	5 Col.	4	General
Saltillo (67,000)	Diario del Norte (5)	1928	MD	5,000	Ed. Coahuilense	F. Mier N.		2½	20¼	8 Col.	4-6	General
	La Acción Social	....	D	.....		Pedro García Marez		...	....	....	..	
	La Voz del Norte	1926	D	.....				...	16	12	4	General
San Luis Potosí (92,000)	El Heraldo (6)	1942	MD	7,000		Vicente Villasana		2	20½	16¼	8	General
Tampico (71,000)	El Mundo (6)	1918	MD	26,000*	Vicente Villasana	Vicente Villasana		2	22	8 Col.	10-12	General
	La Tribuna (14)	1933	MD	15,000	Editora e Impresora la Tribuna, S. L. C.	Eduardo Martínez	F. Cárdenas L.	2	20	16½	6-8	
Torreón (75,000)	El Siglo de Torreón (5)	1922	MD	19,250*	Cía. Editora de la Laguna, S. A.	A. de Juanbels	B. Parral	2	20½	16¾	8-10	
	La Opinión	1917	MD	11,000	R. Guerrero	R. Guerrero		...	21	16	8	Labor
Vera Cruz (72,000)	El Diario	1926	ED	.....		Juan Malpica Silva		2	15	5 Col.	8	General
	El Dictamen (5)	1910	MD	14,000	Cía. Periodística Veracruzana, S. A.	Juan Malpica Silva		2½	21½	8 Col.	8-10	Upper
	La Nación	1932	MD	3,000				...	24	18½	6	Middle
Villahermosa (11,000)	Diario de Tabasco (5)	1936	MDexMon.	.....	Unión de Trabajadores de Diario de Tabasco	Ramón López M.	M. N. Campos P.	2½	18¾	11	6	General
	Redención	....	D	.....				...	....	....	..	

NICARAGUA (1,380,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Bluefields (9,000)	La Voz del Atlántico	....	D	.....				...	....	....	..	
	La Información	....	D	.....				...	....	....	..	
Chinandega (16,300)	Diario de Chinandega	....	D	.....				...	....	....	..	
Granada (22,300)	El Correo de Granada	....	D	.....		Carlos A. Rocha		...	....	....	..	General

* Certified. ** ABC

LA PRENSA

LIMA, PERU

Independent Morning Daily
Founded 1904

Large Circulation in Lima
and
Throughout the Republic

»•«

Exclusive Representatives

JOSHUA B. POWERS, INC.
345 Madison Ave., New York City

London Buenos Aires Rio de Janeiro
Mexico City

The
PANAMA AMERICAN

covers the most concentrated market in Central America

Serves the thickly populated high income market of Panama and the Canal Zone with the largest circulation in Central America.

Average Daily Circulation
25,729

Represented by

JOSHUA B. POWERS, Inc.

345 Madison Avenue, New York City
MUrray Hill 5-7833

London Buenos Aires
Rio de Janeiro Mexico City

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 220*)

NICARAGUA—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
León (38,600)	El Centromericano	1917	MDexMon.	3,000	Gustavo Abaunza	G. Abaunza Hijo	G. Abaunza Hijo	2⅛	20	7 Col.	2	General
	El Cronista	1918	MDexMon.	1,200		Gustavo A. Prado			24		4	General
	Los Hechos		D									General
Managua (118,500)	El Diario de Nicaragua		D									
	J. A. N.		D									
	La Gaceta		D		National Government							Official
	La Noticia	1914	MDexMon.	7,280*	Horacio A. Pérez & J. R. Avilés	J. R. Avilés		2¼	21¼	7 Col.	6	General
	La Nueva Prensa (1)	1932	ED	3,400D 4,800S	Gabri Rivas	J. García C.	G. Olivas	2	16	10	12	General
	La Prensa (10)	1926	MDexMon.	9,000	La Prensa	Dr. P. J. Champorro.	E. Alvarez	2⅛	21	16	6	Upper & Com.
	Novedades	1937	MDexMon.	1,400	G. Rivas				18	24		General

PANAMA (630,600)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Chitré (4,800)	Eco Herrerano		D									
David (9,200)	Ecos del Valle		D									
	Renovación		D									
Panamá (111,900)	El Tiempo		ED									
	Estrella de Panamá & Star-Herald (Span.-Eng.) (4)	1849	MD	22,300D 27,000S	Star & Herald Company	T. Gabriel Duque	A. Z. Typaldos	2	20	16	16	General
	The Panama-American (Span-Eng.) (6)	1925	MD	29,000*	Panama-American Publishing Co.	Dr. Harmodio Arias	Electra M. Stapler	2	21½	16	16	General

PARAGUAY (1,300,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Asunción (200,000)	El País	1935	EDexSun.	10,000*	Artaza Hnos	Marcos Fuster	A. A. Cebriano	2	15¾	9⅛	12-16	General
	El Tiempo (6)	1912	MDexMon.	5,000	Ed. El Liberal, S. A	Dr. Carlos R. Andrada		2			8	General
	La Tribuna (14)	1925	MDexSun.	15,000		Mario Usher			23	7 Col.	8	General
	Pregón (6)	1938	MDexMon.	3,000	Blas Ortega	Artemio Verá		4	20	13	6	General
Concepción (20,000)	Correo del Norte		D									
Encarnación (22,000)	El Mercurio		D									
Villarica (35,000)	La Voz del Pueblo		D									

PERU (7,900,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Abancay	La Patria	1938	ED	1,000							4	General
Arequipa (80,800)	El Deber	1890	EDexSun.		Editorial El Deber, S. A., Ltda.	Fr. Victor M. Barriga		2⅛	20⅝	7 Col.	6-8	General
	El Pueblo (1)	1905	MDexSun.	7,000	Empr. del Diario El Pueblo, S. A.	Edilberto Zagarra B.		2⅛	20½	7 Col.	8	General
	El Sur	1935	MD	3,500					22	15	8	General
	Noticias (13)	1926	MD	5,000*	Empr. Noticias, S. A.	Alberto Arispe	Enrique Béjar	2⅛	20½	7 Col.	8	Middle & Lower
Ayacucho (16,600)	Acción	1938	MD	500							4	General
Cajamarca (30,000)	El Día		ED	2,000						5 Col.	4-6	General
	El Ferrocarril	1932	ED	3,000								General
	Renovación		ED	2,000					20¼	5 Col.	4-6	General
Callao (88,000)	El Callao	1883	ED	4,500	M. Darío Arrua	Félix Soto			27	18½	4-6	General
	La Sanción	1915	MD	2,500					22	16	6	General
Cañete (5,000)	La Voz del Pueblo	1922	ED	1,200*	E. Venturo Estrada	E. Venturo Estrada	E. Venturo Estrada	2⅛	11¼	15¼	4	Ind., Agr.
Cerro de Pasco (25,000)	El Diario	1932	ED						11⅛	15½	4-6	General
	El Minero	1896	ED	3,000	Pedro Caballero y Lira	Pedro Luis Carrión			17	12¼	4-6	General
Chiclayo (33,000)	El País	1918	EDexSun.	3,300	Dr. Juan Francisco Vilches	Dr. Juan F. Vilches	V. Soto	2⅝	22½	26½	6-12	General
	El Sol		EDexSun.	2-3,000	Suc. Mariano F. Velasco	Dr. A. Garmendia	Celia Velasco R.		24½	7 Col.	6	General
	El Tiempo	1918	EDexSun.	2,500D 2,000S	State Government	L. G. Delgado		2⅛	21¼	15½	4-6	General
Chincha (20,000)	La Voz de Chincha	1934	ED	3,000		Luis A. Bianchi			17¾	5 Col.	4-8	General

* Certified. ** ABC

Do You Want Your Product Known Five Years From Now?

Keep Your Name and Product Before the Public in Panama—*Use*

STAR & HERALD ENGLISH

ESTRELLA DE PANAMA SPANISH

PANAMA'S OLDEST ESTABLISHED DAILY

Net Paid Circulation for First Six Months 1942

DAILY 22,322 **SUNDAY 27,034**

Representatives

S. S. KOPPE & CO., INC.

630 Fifth Avenue New York, N. Y.

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 221)

PERU—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Cuzco (40,000)	El Comercio (1)	1896	ED	3,000	J. A. Escalante	Carlos Ríos P.		2	20	6 Col.	6–8	General
	El Diario	1919	ED	3,000	H. Vega C. & S. Hermosa	J. Pacheco		2⅛	22	4	..	General
	El Sol	1901	EDexSun.	3,000	Antonia R. Vda. de Velasco & Celia Velasco	Dr. Roberto Garmendia		2⅝	22⅛	6 Col.	6	
Huacho (20,000)	El Imparcial	1891	ED	3,000		J. T. García		...	17¾	5 Col.	4–6	General
	La Verdad	1930	MDexSun.	3,800*	José M. Carbajal M.	Luis Martínez la Rosa et al.	J. M. Carbajal M.	2⅝	27⅛	15⅝	4	General
Huancayo (15,000)	La Prensa	1932	ED	2,500				...	...	5 Col.	4–6	
	La Voz de Huancayo (14)	1912	MD	3,500		F. Delgado F.		2⅛	17⅛	13½	6–8	General
Huánuco (13,200)	La Prensa	1933	ED	1,500				...	17¾	5 Col.	4–6	General
	La Voz de Huánuco	1912	MD	2,000				...	...	...	..	
Huaraz (25,100)	El Departamento	1908	ED	3,500	Gonzalo Salazar	José Angel Miñano G		...	20¼	5 Col.	4–8	General
	Reacción	1922	ED	2,000				...	17¾	5 Col.	4–8	General
Ica (21,500)	La Opinión	1922	EDexSun.	2,000	Dr. Manuel J. Tueros	Dr. Manuel J. Tueros	Eugenio Chacaltana	2⅛	19¾	13⅝	4	General
	La Voz de Ica	1918	ED	4,000				...	20½	5 Col.	4–8	General
Iquitos (31,000)	El Día	1923	ED	5,000	F. Molino B.	G. Montani B.		2¼	22⅞	7 Col.	4–8	General
	El Eco	1924	EDexSun.	6,000	Enrique Reátegui A.	Ing. Luis García T.		2	18	12½	4	General
	El Oriente (6)	1905	EDexSun.	2,000*	Eliseo Salazar	Eliseo Salazar	F. Elggegren	2¼	19½	13⅝	4–6	General
	La Razón	1913	ED	4,000				...	20½	5 Col.	4–6	General
	La Selva	1937	ED	1,700				...	...	4 Col.	4–6	
Jauja	El Porvenir	1906	ED	500				...	...	4 Col.	4–6	
Lambayeque (5,000)	La Gaceta de Lambayeque	1931	ED	1,000				...	...	5 Col.	4–6	General
La Oroya (4,700)	La Opinión Popular	1922	ED	1,500				...	...	5 Col.	4–6	
Lima (536,000)	El Comercio (4)	1839	MD / EDexSun.	70,000 / 22,000	Dr. A. Miró Quesada			2¼	21½	7 Col.	20–30	Upper
	La Crónica (4)	1912	MED	20,000*	Casa Ed. La Crónica y Variedades, S. A., Ltda.	Dr. Rafael Larco Herrera	Lucio Delgado	2⅛	14⅝	11⅛	24	General
	La Noche	1932	ED	3,000				...	17	11	8–10	
	La Prensa (6)	1934	MD	25,000*	La Prensa, S. A.	Guillermo Hoyos Osores	C. Laos L.	2	20⅞	8 Col.	12	General
	Man Shing Po (Chinese)	....	D	.....				..	...	...	..	Chinese
	Universal	1934	MD	22,800	Cía. Ed. El Universal, S. A.	H. D. Aguila		2	20½	20	..	General
Mollendo (15,000)	El Comercio	....	ED	4,500				...	22½	6 Col.	4–6	General
	El Porteño	1914	ED	4,000				...	17¾	5 Col.	4–6	General
Moquegua (3,700)	La Reforma	1885	ED	1,500				...	...	6 Col.	4–6	General
Pacasmayo (4,000)	La Unión	1913	ED	2,000		Pastor M. Ríos		...	17¾	5 Col.	6–8	General
Paita (6,800)	La Igualdad	1904	ED	1,500				...	...	...	..	
Pisco (12,600)	La Reforma	1920	ED	2,500		Benjamín Sasiesta		...	....	5 Col.	4–6	General
	La Voz del Pueblo	....	D	.....		J. T. Olinden Z.		...	....	....	..	
Piura (29,300)	Ecos y Noticias	1934	MDexSun.	4,000	Empr. Ed. Ecos y Noticias	Augusto Moscol C. et al.		2⅛	20⅛	15⅝	4	General
	El Tiempo	1916	NDexSun.	2,400*	Matilde Ch. de Artade	Gerardo Vargas O.		2¼	21¾	15¾	4	General
	La Industria (1)	1917	MD	5,000	Miguel Cerro	Miguel Cerro		2⅛	21½	7 Col.	8	General
Puno (15,000)	El Eco	1904	ED	1,500				...	17¾	5 Col.	4–6	General
	El Siglo	....	ED	2,000				...	17¾	5 Col.	4–6	General
	Los Andes	1927	ED	2,000				...	18⅞	5 Col.	4–8	General
Tacna (12,100)	El Caolina	....	D	.....				...	....	....	..	
	La Nación	....	D	.....				...	....	....	..	
	La Voz de Tacna	1936	MDexMon.	800	Coronel José Urdanivia G.	Felix Hidalgo	Oscar Carbajal	2¼	19¾	14⅝	4	General
Tarma (6,000)	La Voz de Tarma	1911	ED	1,000	Adolfo J. Dextre	Adolfo J. Dextre		2¼	14⅛	4 Col.	4–6	General
Trujillo (30,000)	La Industria (1)	1895	EDexSun.	5,000*	Dr. Miguel F. Cerro	José E. Garrido		2¼	20	6 Col.	8	General
	La Nación (14)	1931	MD	8,000*	Rafael Larco Herrera	Ing. R. Larco H. et al.	H. Alvarado N. et al.	2	13	10¼	12	General

PUERTO RICO (1,180,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Arecibo (68,700)	El Regionalista	1903	EDexSun.	.....	José R. Adorno	José R. Adorno	José R. Adorno	2¼	18	12	4	General
Mayagüez (50,000)	Diario del Oeste	1919	EDexSun.	.....	Mayagüez Printing Company	Radamés Pena		2	18	6	4	General
Ponce (65,000)	El Día (10)	1919	NEDexSun.	.....	Guillermo Vivas V.	Guillermo Vivas V.		...	....	....	4	

* Certified. ** ABC

THOROUGHLY COVER THE PUERTO RICAN MARKET

PUERTO RICO
World Journal
San Juan, Puerto Rico

—o—

The only English newspaper in Puerto Rico

—o—

Only English newspaper in Puerto Rico. It has a daily average circulation of 8500* copies. This all English midday newspaper is read by the English speaking Puerto Ricans and particularly by the American colony and Armed Forces stationed in the Island, who look to it for their source of information.

Continental American advertisers will profit by using the columns of this first-class newspaper.

EL MUNDO
San Juan, Puerto Rico

Puerto Rico's Largest Newspaper

Net paid circulation
48,001*
(certified)

This is the leading and most widely read newspaper in Puerto Rico with the largest certified circulation on the Island.

Its circulation and display advertising is three times as great as that of any other newspaper on the Island.

EL MUNDO
is the only publication giving complete coverage of the news having the exclusive United Press services. It also carries a special 8-page comic supplement on Saturdays and Sundays.

PUERTO RICO
ILUSTRADO
San Juan, Puerto Rico

—o—

Puerto Rico's Family Magazine

Women seek it for the articles, stories, fashions and beauty hints; men for the feature articles on sport and war, social, editorial and foreign news; children for the special 16-page color comic supplements.

The popularity of this magazine is best evidenced by the fact that its circulation has increased to an average of 18,000* copies weekly.

**These Are the Only Publications in Puerto Rico That Have a Certified Circulation*

A Copy Can Be Obtained Upon Request—Telephone Murray Hill 5-6515

All American Newspapers' Representatives, Inc.
420 Lexington Ave., New York, N. Y.

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(Continued from page 222)

PUERTO RICO—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
San Juan (149,600)	El Imparcial (4)	1918	MD	.....	Prensa Insular de P. R., Inc	Lcdo. Antonio Ayuso V.	H. Caballero	2	14¼	10	32	General
	El Mundo (1)	1919	MD	.....	Puerto Rico Ilustrado, Inc	José Coll Vidal	M. Valencia	2	21	16	12	Upper & Middle
	La Correspondencia de Puerto Rico (7)	1890	NDexSun.	.....	F. M. Zeno	F. J. Zeno	F. M. Zeno	2	20	16	8-10	General
	La Democracia (10) (Eng.)	1889	MDexMon.	.....	La Democracia, Inc	Luis Muños Marin		2	14	10½	12	General
	Puerto Rico World-Journal (Eng.) (1)	1940	NDexSun.	.....	Puerto Rico Ilustrado, Inc	W. J. Dorvillier	M. Valencia	2	21	16	6	General
	Unión Obrera	....	EDexSun.	.....		Julio Aybar		....	....	....	..	Labor

URUGUAY (2,000,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Artigas (20,000)	La Democracia	....	MD	.....				....	....	....	..	
Canelones (15,000)	Nuevos Rumbos	....	D	.....				....	....	....	..	
Colonia (18,000)	La Colonia	....	D	.....				....	....	....	..	
Dolores (12,000)	Baluarte	....	D	.....				....	....	....	..	
	El Centinario	....	D	.....				....	....	....	..	
	La Propaganda	....	D	.....				....	....	....	..	
	La Voz del Pueblo	....	D	.....				....	....	....	..	
Durazno (16,000)	La Aurora	....	D	.....				....	....	....	..	
Florida (18,000)	El Heraldo	1919	EDexSun	5,000	Editorial El Heraldo, S. C.	Juan F. Guichón		3¼	11⅛	11¼	12	General
	La Voz de Florida	....	D	.....				....	....	....	..	
Fray Bentos (13,000)	Imparcial	....	D	.....				....	....	....	..	
	La Campaña	....	D	.....				....	....	....	..	
	Renovación	....	D	.....				....	....	....	..	
Lavalleja (25,000)	Espacio	....	D	.....				....	....	....	..	
	La Unión	....	D	.....				....	....	....	..	
Melo (40,000)	El Deber Cívico	1887	ED	.....				....	....	....	..	
	El Nacionalista	....	D	.....				....	....	....	..	
	La Divisa Blanca	....	D	.....				....	....	....	..	
Mercedes (42,000)	Acción	....	D	.....				....	....	....	..	
	El Día	....	D	.....				....	....	....	..	
	El Diario	....	D	.....				....	....	....	..	
	El Productor	....	D	.....				....	....	....	..	
	El Progreso	....	D	.....				....	....	....	..	
	El Radical	....	D	.....				....	....	....	..	
	La Epoca	1924	ED	.....		Enrique Ubios I.		2¾	20½	15	4	General
	La Voz de Soriano	....	D	.....				....	....	....	..	
Minas (20,000)	La Unión	....	D	.....		D. M. Doria		....	....	....	..	

* Certified. ** ABC

ACCURACY IN MEXICAN NEWSPAPER CIRCULATIONS.

Only two newspapers in Mexico have retained their membership in the Audit Bureau of Circulations—namely:

EL UNIVERSAL Daily 73,150 Sunday 91.406

EL UNIVERSAL GRAFICO 51,378—Evening Daily

The Audit Bureau of Circulations recently completed its audit (period ending March 31, 1942), copies of which will be furnished interested parties upon request.

El Universal consumed 8,032 tons of newsprint during 1942 . . . by far much more than that used by any other Mexican newspaper, newspaper group or newspaper, magazine and book combinations.

El Universal and El Universal Grafico joined the Audit Bureau of Circulations many years ago to furnish the advertiser with accurate information. . . . They will continue to furnish specific data because the publisher believes that the manufacturer is entitled to complete and factual circulation figures.

Several Mexican newspapers furnish **CLAIMED** circulation figures: El Universal publications furnish **AUDITED** reports of the Audit Bureau of Circulations of Chicago, Ill.

(Naturally, there is a marked difference between claimed and properly audited circulations.)

El Universal and El Universal Grafico are the leading morning and afternoon newspapers in Mexico.

ECUADOR

"EL COMERCIO," QUITO—morning newspaper
"ULTIMAS NOTICIAS," QUITO—evening newspaper
RADIO QUITO—HCQR-HCQRX—Radio Station

The above group are managed and controlled by the well-known Mantilla family of Quito. The Mantillas have been successful publishers for more than 35 years and their publications and radio station are the best in Quito.

EL LIBERAL . . . BOGOTA

. . . Liberal in policy as well as in name . . . El Liberal in a few short years has achieved a great success.

. . . El Liberal is a strong supporter of the United Nations.

. . . Until his recent induction as President of the Republic of Colombia Dr. Alfonso Lopez was president of El Liberal.

. . . Circulation now is the second largest of any newspaper in Colombia —national in scope and influence—obtaining universally good results for the advertisers.

COLUMBIA

DIARIO DE LA COSTA . . . CARTAGENA

Largest daily in Cartagena with circulation in Sincelejo, Monteria, Ovejas, Corozal, Tolu, Toluviejo, Cerete, Berastegui, Sampues y El Carmen, Clemencia, Santa Catalina, Sabanalarga, Baranoa, etc.
Leading publication in Cartagena for more than 25 years.

CURACAO, N. W. I.

LA CRUZ —WILLEMSTAD
LA UNION —WILLEMSTAD
AMIGOE DI CURACAO —WILLEMSTAD (DAILY)

The three above mentioned publications provide complete coverage amongst the Papiamento and Dutch reading population in Curacao, Aruba and Bonaire.
Many new opportunities are now available in these rich Dutch possessions in the West Indies. Many importations were previously received from Holland and other European countries which are now entirely eliminated leaving the U. S. A. as the most important—if not exclusive—source of supply for items formerly purchased in large quantities from other countries.

CUBA

BOHEMIA — HAVANA

Largest Weekly Magazine Circulation in Cuba

Since 1908 the true voice of Cuba . . . unbiased, free of outside pressure, BOHEMIA has the respect and support of all Cubans who know its columns have always ardently supported all worthwhile Cuban causes and institutions.
Beautifully illustrated . . . each issue contains stories, articles and features of interest to every member of the family. Editorial matter is by far the best in Cuban magazine field. (Pro-Democratic and Pro-American 100%.)
Fine printing . . . many pages in rotogravure . . . BOHEMIA now averages 43,000 net paid sales per issue IN CUBA. Sales outside of Cuba average 5,000 copies per wek, but the publisher does not push for this outside circulation as BOHEMIA is essentially a Cuban magazine.

GUATEMALA

El Imparcial . . . One of the best newspapers in Latin-America. Largest and most respected paper in Guatemala for the past 20 years. . . . To quote an executive of a large export advertising agency "El Imparcial is the best newspaper between Mexico City and Bogota, Colombia".

VENEZUELA

FANTOCHES . . . CARACAS

Every Friday more than 34,000 Venezuelan families pay 25 centimos for their favorite publication—"Fantoches."
34,000 plus net paid sales represents the largest circulation of any publication in Venezuela. . . . In addition "Fantoches" is the ONLY publication in Venezuela with a truly national circulation.
"Fantoches" is unique in that its contents are of great interest to all income classes—as well as both sexes.
More and more advertisers are becoming aware of "Fantoches" pulling power as will be noted from the imposing number of important products now using the columns of "Fantoches."

Further information will be gladly furnished upon request.

M. D. BROMBERG & ASSOCIATES, INCORPORATED

Exclusive Advertising Representatives

19 to 25 WEST 44th STREET NEW YORK, N. Y.

INTERNATIONAL DIRECTORY—LATIN-AMERICAN NEWSPAPERS

(*Continued from page 223*)

URUGUAY—Continued

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Montevideo (1,000,000)	Diario del Plata	1911	MD	.....	Dr. J. A. Ramírez			...	....	....	8-12	General
	El Avisador Mercantil	....	D	.....				...	....	....	..	Com.
	El Bién Público	1878	MDexMon.	4,000				...	24½	17¼	8	Catholics
	El Debate	1931	MD	30,000	Luis Alberto de Herrera	J. P. Suárez		...	24	16	12	General
	El Día (1)	1886	MD	60,000	Suc. de José Batlle y Ordóñez	Rafael Batlle Pacheco	R. Barrendeguy	1⅞	23⅝	15¾	8	General
	El Diario (11)	1917	ED	75,000	Soc. Editora Uruguaya	Héctor R. Gómez		2⅛	22	7 Col.	16	Upper & Middle
	El Diario Español	1906	MDexMon.	17,000	Manuel Magariños	Manuel Magariños	S. S. Migliarini	2	22½	15⅞	10	General
	El País (6)	1918	MD	45,000	Empr. El País, Carlos Scheck & Cía.	E. R. Larreta		2⅛	20¾	17¼	16	Middle & Upper
	El Plata (4)	1914	ED	35,000	Empr. Ed. Diario del Plata	Dr. Andrés Ramírez		2	22	7 Col.	16	Middle & Upper
	El Pueblo (7)	1932	MD	25,500*	S. A. El Pueblo	Dr. Carlos A. Vilaró Rubio	Carlos Masanes	2	21⅝	16⅝	12	General
	El Sol	....	D	.....				...	....	....	..	
	El Tiempo	1941	MND	30,000*	Publicaciones, S. A.	Hugo L. Ricaldoni	Hector Vernazza	2	20½	15¾	10	General
	La Gaceta Comercial	1916	MDexMon.	8,500				...	19½	13½	8	Com., Ind.
	La Mañana (11)	1917	MD	53,000	Soc. Editora Uruguaya	Dr. Adolfo P. Olave		1¾	22⅞	14⅛	16	General
	La Razón (13)	1942	ED	45,000		J. C. Cerdeiras Alonso		1⅞	20	15	10	General
	La Tribuna Popular	1879	MD	18-30,000		Enrique Crosa		1⅞	20½	7 Col.	12	General
	The Sun (English)	1923	MDexMon.	.....				...	....	....	..	Eng.-Speaking
	Vida Marítima	....	D	.....				...	....	....	..	Shipping
Paysandú (50,000)	El Diario	1916	ED	.....	Empr. El Diario	Dr. Angel Sarelegui		...	21⅝	14¼	6	General
	El Telégrafo	1910	MDexSun.	15,000	Fernando José Baccaro	Fernando J. Baccaro	A. Pesce Gonzáles	2¼	20½	13	8	General
	La Opinión	....	D	.....				...	....	....	..	
	La Razón	....	D	.....				...	....	....	..	
Rivera (25,000)	La Palabra	....	D	.....				...	....	....	..	
	Tribuna Nacionalista	....	D	.....				...	....	....	..	
Rocha (27,000)	La Palabra	....	D	.....				...	....	....	..	
Rosario Oriental (5,000)	El Eco Rosarino	....	D	.....				...	....	....	..	
Salto (48,000)	Defensa Popular	....	D	.....				...	....	....	..	
	El Deber	....	D	.....				...	....	....	..	
	El Uruguay	....	D	.....				...	....	....	..	
	La Campaña	....	D	.....				...	....	....	..	
	La Nota	....	D	.....				...	....	....	..	
	La República	1931	EDexSun.	1,500	Enrique Toscano	Alfonso Cardozo	Virginia Thévenet de Toscano	2⅛	17⅜	11⅞	4	General
	La Tarde	....	ED	.....		Dr. Wenceslao Silva		...	....	....	..	
	Progreso Salteño	....	D	.....				...	....	....	..	
	Renovación	....	D	.....				...	....	....	..	
	Tribuna Salteña	....	D	.....		Modesto Llantada		...	....	....	..	
San José (30,000)	El Pueblo	1883	D	.....	Suc. Juan M. Menéndez	Américo Menéndez		...	27½	19⅝	4	General
	Los Principios	....	D	.....				...	....	....	..	
	Reacción	....	D	.....				...	....	....	..	
Tacuarembó (20,000)	El Nacional	....	D	.....				...	....	....	..	
	El Pueblo	....	D	.....				...	....	....	..	
	La Voz del Pueblo	....	D	.....				...	....	....	..	
Treinta y Tres (25,000)	Diario del Este	1937	EDexSun.	2,500*	Ignacio J. Bonilla	Ignacio J. Bonilla	I. J. Bonilla	2⅛	17¾	10⅝	6-8	General
Trinidad (18,500)	La Idea Nueva	....	D	.....				...	....	....	..	
	República Nueva	....	D	.....				...	....	....	..	

VENEZUELA (3,800,000)

City and Population	Name, Language and U. S. Rep.	Estab.	Issued	Claimed Circ.	Proprietor(s)	Director(s)	Advertising Mgr.	Col. Width Inches	Col. Length Inches	Page Width Inches	Aver. No. Pages	Appeal
Barquesimeto (36,500)	El Impulso (1)	1904	MDexSun.	6,000*	Empr. El Impulso	Oscar Martínez S.		...	18½	6 Col.	6	General
Caracas (203,300)	Ahora (6)	1936	MD	22,000	Comp. An. Editorial Ahora	Juan de Guruciaga		2⅛	20¾	16⅞	..	General
	El Heraldo (11)	1922	MED	37,000	Cía. An. El Heraldo	Angel María Corao	L. Plaja	2	19¾	16⅝	16	General
	El Tiempo	1941	EDexSun.	7,000*	Cía. An. Crítica	Dr. Víctor Manuel Rivas	F. Franquiz & L. E. Rey	2	21	8 Col.	8	General
	El Universal (1)	1919	MD	27,000	Cía. Ed. Ambos Mundos	Pedro Sotillo et al		2¼	22	8 Col.	12-16	General
	La Esfera	1927	MD	28,000*	Edmundo Suegart & Ramón David León	Ramón David León	Edmundo Suegart et al	2	21¼	8 Col.	20	General
	La Religión	1890	EDexSun.	.....	Capítulo Metropolitano	Mons. Dr. J. M. Pellín	F. D. León-Rivas	2¼	19¾	17	6	Catholics
	Ultimas Noticias	....	D	.....				...	....	....	..	
	Tirabeque	....	D	.....				...	....	....	..	
Carora (9,000)	El Diario	1919	MDexSun.	3,500				...	19	5 Col.	4	General
Carúpano (26,000)	Agencia Comercial	....	D	.....				...	....	....	..	Com.
Ciudad Bolívar (25,100)	El Luchador (1)	1905	EDexSun.	7,800	J. Suegart	J. A. Brito, Dr. J. M. Agosto Méndez & J. R. Suegart	Augustín Suegart	2	20½	16⅞	4	General
Cumaná (21,600)	El Repórter	....	D	.....				...	....	....	..	
	Marcha	....	D	.....				...	....	....	..	
	Renacimiento	1929	MD	1,000	Juan José Acuña	Juan José Acuña		2⅛	18¾	13	4	General
Maracaibo (110,000)	La Columna (1)	1924	EDexSun.	1,500	Diocese of Zulia	Rev. Roberto Acedo		2⅛	20½	....	16	Catholics
	La Tribuna	....	D	.....				...	....	....	..	
	Panorama (4)	1913	MD	7,500	S. A. Empresa Panorama	Ramón Villasmil	Leoncio J. Montero	2⅛	20½	8 Col.	8-12	General
	Prismas	....	D	.....				...	....	....	..	
	The Maracaibo Herald (Eng.) (6)	1928	MD	3,000	A. C. Deits			2	16¼	10¼	8	Eng.-Speaking
Mérida (6,000)	El Vigilante	1923	MDexMon.	2,000*	Empr. El Vigilante	Antonio I. Camargo	R. Rodríguez A.	2⅝	17	11	4	General
	Patria	....	D	.....				...	....	....	..	
Puerto Cabello (20,600)	El Verbo Democrático	1936	EDexSun.	2,500				...	19	5 Col.	4	General
San Cristóbal (21,900)	El Agrarista	....	D	.....				...	....	....	..	Agr.
	El Comerciante	....	D	.....				...	....	....	..	Com.
	El Pobre	....	D	.....				...	....	....	..	
	Vanguardia (14)	....	D	8,000				2	16	5 Col.	8	General
Valencia (49,000)	El Carabobeño (11)	1933	MDexMon.	6-8,000	E. Alemán Sucre	E. Alemán Sucre	E. Alemán Sucre	2⅛	18¼	13¾	4-6	General

* Certified. ** ABC

ADDITIONAL CENTRAL AMERICA AND WEST INDIES DAILY NEWSPAPERS

BRITISH HONDURAS
BELIZE

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Sizes	Appeal
Daily Clarion	1897	ED—English	1,200	6	11 x 16"	Middle & Upper

BAHAMAS

Nassau Daily Tribune	1903	ED-exS—English	2,000	2-6-8	18 x 22"	All classes.
Nassau Guardian (U. S. 4)	1844	MD-exS—English	2,000	4-6-8	15¾ x 22"	All classes.

BARBADOS
BRIDGETOWN

Barbados Daily Advocate	1895	MD-exS—English	2,500	18	24 x 18"	Upper middle classes.
Mid-Ocean News (U. S. 6)	1911	Ed-exS	5,000 Sat. 7,000	8	15 x 21"	All classes.

BERMUDA
HAMILTON

Recorder (U. S. 10)	1923	Wed., Sat.	4,000	8	20 x 13"	Colored.
Royal Gazette & Colonist Daily	1828	MD-exS—English	2,100	8	17 x 24"	All classes.

GRENADA
ST. GEORGES

West Indian	1915	MD—English	600	8	18 x 24"	General.

JAMAICA
KINGSTON

Daily Gleaner (U. S. 10)	1834	MD-exS—English	38,000 Sat. 42,000	24-36	21 x 17"	All classes.

ST. JOHN (ANTIQUA)

Antigua Magnet	1923	ED—English	300	4	16 x 10½"	All classes.

ST. VINCENT
KINGSTOWN

Name of Paper	Estab.	Issued—Language	Circ.	No. Pgs.	Page Sizes	Appeal
Times	1898	ED—English	1,500	6	15 x 20"	General.

TRINIDAD
PORT OF SPAIN

Port of Spain Gazette	1825	MD-exM-English	4,000	12-24		All classes.
Port of Spain Evening News (U. S. 4)	1929	d-exS—English	12,000	5 col. tab		All classes.
Sporting Chronicle	1919	MD—English	6,000	16	19½ x 13½"	All classes.
Trinidad Guardian (U. S. 4)	1917	MD-exM-English	15,000 Sat. 25,000	18-32	17 x 22½"	All classes.

MARTINIQUE
PORT DE FRANCE

La Cablo	1926	ED-exS—French	400	....	12½ x 19½"	General.

CURACAO
WILLEMSTAD

Beurs en Nieuws-Berichten	1935	ED-exS—Dutch	1,700	4	21 x 15"	Business men: laborers.
Boletin Commercial	1907	ED-exS—Spanish Dutch English	160	4	22 x 17½"	Merchants, etc.
De Curacosche Volkskrant	1934	ED-exS—Dutch Papiamento & English	180	8	19¾ x 14½"	Dutch & colored.
Amigos de Curacao (U. S. 10)	1883	Wed & Sat. Dutch	2,300	4	24 x 17½"	Upper & business classes.
La Cruz (U. S. 10)	1899	Wed.-Papiamento	4,800	8	24 x 17½"	General circulation
La Union	1930	Thurs.-Papiamento	2,700	....	16 x 10½"	Middle classes.
La Prensa	....	ED-exS-Spanish-Dutch	1,000	....	24 x 17½"	Upper and business classes.

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

The Global War is having its effect on newspapers everywhere. In the United States, Canada, Great Britain, Central and Latin America there are fewer newspapers listed in this 1943 edition of the International Year Book than in 1942 but the circulations are greater and the cost per line of advertising is less. All of the foregoing directories are complete and accurate and the very latest basic data compiled by EDITOR & PUBLISHER's experienced representatives. However, this cannot be said with equal candor as regards the listings of newspapers of Sweden, Portugal and Turkey. These lists are from the Department of Commerce of the vintage of 1939 and are the very latest information available.

The newspapers of Australia and New Zealand listed in the following pages have been certified to us by our distinguished colleagues, the Editors of Newspaper News of Sydney and checked by New York news and advertising representatives of some of these distinguished dailies. Obviously no information has been available in recent months on the newspapers of the Axis Powers or of China.

PORTUGAL

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
LISBON						
Diario de Lisboa	1920	ED—Portuguese	20,000	8	11½ x 16"	Urban
Diario da Manha	1931	MD—Portuguese	30,000	8-10	16½ x 20½"	Government
Diario de Noticias	1864	MDexS*—Portuguese	110,000	8-16	17½ x 25"	Urban
Jornal do Comercio e das Colonias	1853	MDexMon.*—Portuguese	15,000	6-8	19½ x 26"	Business men
Novidades	1885	MD*—Portuguese	30,000	6-8	18½ x 25"	Religious
Republica	1912	EDexS—Portuguese	20,000	6-8	11½ x 16"	Political
Seculo	1880	MD*—Portuguese	100,000	8-10	16 x 23"	All classes
Voz	1926	MD*—Portuguese	35,000	6-8	16 x 23"	Religious
OPORTO						
O Comercio do Porto	1854	MD*—Portuguese	30/35,000	8-10	18½ x 26"	All classes
Jornal de Noticias	1887	MD*—Portuguese	55,000	8-10	16½ x 23"	All classes
O Primeiro de Janeiro	1868	MD*—Portuguese	65,000	8-16	17½ x 24"	All classes

THE AZORES

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
ANGRA DO HEROISMO (TERCEIRA)						
A Uniao	1893	ED—Portuguese	1,000	4	14 x 20"	General
HORTA (FAYAL)						
Correio da Horta	1931	MD—Portuguese	1,200	4	12 x 18"	General
O Telegrafo	1893	ED—Portuguese	1,000	4	11½ x 16¼"	General
PONTA DELGADA (ST. MICHAEL)						
Correio dos Acores	1920	MD—Portuguese	2,300	4	26 x 18"	General
Diario dos Acores	1870	ED—Portuguese	3,000	4	24½ x 15¾"	General

MADEIRA ISLANDS

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
FUNCHAL						
Diario da Madeira	1912	MD—Portuguese	2,500	4	20½ x 14½"	General
Diario de Noticias	1873	MD—Portuguese	5,700	4	21 x 14¾"	General
O Jornal	1926	MD—Portuguese	1,500	4	20½ x 14½"	General

TURKEY

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
ANKARA						
Ulus	1919	MD—Turkish	25,000 A	12	17 x 23½"	All classes
ISTANBUL						
Akam	1918	ED—Turkish	20,000 A	12-16	13¾ x 20½"	Educated class
Apoyevmatini	1925	ED—Greek	5,000 A	4	16½ x 22½"	All classes
Arevelk	1931	ED—Armenian	1,000 A	4	14¾ x 20"	Educated class
Beyoglu	1933	MD—French	650 A	4	16¾ x 22"	Merchants
Cumhuriyet	1923	MD—Turkish	30,000 A	12-28	16 x 22½"	Officials, merchants
Haber	1931	ED—Turkish	8,000 A	12-16	13½ x 20"	Business men
Ikdam	1894	MD—Turkish	6,000 A	8-16	16½ x 22"	Lower classes
Istanbul	1875	ED—French	2,000 A	4	16½ x 22"	Merchants, lawyers
Jamanak	1908	ED—Armenian	1,500 A	8	12½ x 18"	Merchants, business men
Le Journal d'Orient	1919	MD—French	3/4,000 A	4	16½ x 22½"	Middle class, merchants
Metapelitensis	1932	ED—Greek	1,200 A	4-6	16½ x 22½"	Merchants
Ner Lur	1924	ED—Armenian	1,500 A	4-6	14¾ x 20"	Middle classes
La République	1926	MD—French	3,000 A	4	16 x 22½"	Foreigners
Son Posta	1930	ED—Turkish	20/25,000 A	16-32	15 x 17½"	Middle classes
Son Telgraf	1936	ED—Turkish	6,000 A	8-16	16¾ x 21½"	Lower classes
Tan	1935	MD—Turkish	22,000 A	12-20	15 x 20"	Middle and educated classes
Turkische Post	1926	ED—German	1,200 A	4	16½ x 21¼"	Merchants
Vakit	1917	MD—Turkish	5,000 A	12-16	13½ x 20"	Lower classes
Yeni Sabah	1938	MD—Turkish	15,000 A	8	15 x 21"	Middle classes, merchants
IZMIR						
Anadolu	1923	MDexMon.—Turk.	4,000 A	12	17¾ x 23"	All classes
Ikikin Sesi	1930	EDexSun.—Turkish	800 A	4	16 x 22"	All classes
Yeni Asir	1923	MDexMon.—Turk.	4,500 A	12	17¾ x 23"	All classes

SWEDEN

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
BODEN						
Norrlandska Socialdemokraten	1919	MDexS	10,184	8	50 x 36	Laborers, Socialists
BOLLNAS						
Ljusnan	1912	ED	10,858	8	56 x 36	All classes
BORAS						
Boras Tidning	1825	MDexS	18,424	16	50.5 x 35	Middle classes
ENGELHOLM						
Engelholms Tidning	1867	MDexS	16,272	8	50 x 35	All classes
ESKILSTUNA						
Eskilstuna Kuriren	1890	ED	14,322	10	50 x 35	All classes
Folket	1905	EDexS	12,250	12	61 x 41	Working classes
FALUN						
Falu Lantstidning	1786	MDexS	14,585	8	57 x 41	Well-to-do
GEFLE						
Gefle Dagblad	1894	MDexS	15,730	10	50 x 41	City population
Arbetarbladet	1906	EDexS	13,549	12	50 x 35	Laborers
GOTHENBURG						
Göteborgs Handels—och Sjofartstidning	1832	EDexS*	45,671	24	56 x 39	Business men, all classes
Goteborgs—Tidningen	1902	MD*	35,423	8	57 x 39	All classes
Goteborgs Morgonpost	1896	MDexS	13,998	16	55 x 40	Trade
Goteborgs-Posten	1859	MDexS	93,530	12	48 x 40	All classes
Ny Tid	1892	MD	28,400	12	54 x 38	Industrial

SWEDEN—Continued

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
HALMSTAD						
Halland och Hallanningen	1875	MD	13,309	12	54 x 40	All classes
Hallandsposten	1850	MD	15,386	14	50 x 35	All classes
HELSINGBORG						
Helsingborgs Dagblad	1886	MD	17,177	20	50 x 35	Well-to-do, business & shipping
Helsingborgs-Posten	1887	ED	9,762	16	57 x 36	Well-to-do, business & middle classes
Skanska Socialdemokraten	1899	EDexS	10,927	12	51 x 36	Laborers
Oresunds-Posten	1847	MDexS	8,317	8	62 x 41	Business
HERNOSAND						
Vesternorrlands Allehanda	1874	MDexS	10,394	10	50 x 35	All classes
HUDIKSVALL						
Hudiksvalls Nyheter	1882	EDexS	7,136	12	48 x 32	All classes
JONKOPING						
Smalands Allehanda	1879	MDexS	8,104	12	53 x 37	Farmers
Jonkopingsposten	1863	MDexS	16,583	20	51 x 35	All classes
KALMAR						
Barometern	1841	MDexS	15,909	12	51 x 38	Well-to-do, agricultural classes
Kalmar-Kalmar Lans Tidning	1827	MDexS	10,576	8	55 x 40	Agricultural
KARLSHAMN						
Karlshamns Allehanda	1848	MDexS	5,203	8	50 x 36	All classes
KARLSKRONA						
Blekinge Lans Tidning	1896	MDexS	14,229	8	52 x 36	All classes
KARLSTAD						
Karlstads-Tidningen	1879	MDexS	14,824	8	56 x 38	Middle class
Nya Wermlands Tidningen	1836	MDexS	23,338	16	52 x 36.5	All classes
KATRINEHOLM						
Katrineholms-Kuriren	1917	MDexS	8,133	8	55 x 36	All classes
KIRUNA						
Norrlandsfolket	....	EDexS	5,900	4	58 x 36	All classes
KRISTIANSTAD						
Nyaste Kristianstadsbladet	1856	ED	16,154	6	57 x 40	Middle class & farmers
LANDSKRONA						
Landskrona-Posten	1896	MDexS	6,573	8	57 x 41	Middle class
LINKOPING						
Ostgota Correspondenten	1838	MDexS	30,839	16	52 x 35	Middle class & farmers
Ostgoten	1872	EDexS	12,815	10	62 x 42	Middle class
LULEA						
Norrbottenskuriren	1861	EDexS	14,283	12	51 x 39	All classes
LUND						
Lunds Dagblad	1897	MDexS	4,099	12	54 x 39	All classes
MALMO						
Skanska Dagbladet	1888	ED	48,053	12	57 x 41.5	Well-to-do & middle classes
Arbetet	1887	ED	32,401	18	56 x 40	Laboring classes
Skanska Aftonbladet	1880	ED	11,270	12	52 x 39	Business
Sydsvenska Dagbladet Snallposten	1848	MD	42,834	16	57 x 39.5	Business men, well-to-do
NORRKOPING						
Norrkopings Tidningen	1758	EDexS	18,049	16	51 x 35	City population
Ostergotlands Dagblad	1890	MDexS	16,830	12	57 x 46	Country population
Ostergotlands Folkblad	1910	EDexS	11,404	8	60 x 45	Laborers
NYKOPING						
Sodermanlands Lans Tidning	1862	EDexS	7,100	8	50 x 36	Well-to-do
Sodermanlands Nyheter	1894	EDexS	16,053	16	49 x 35	All classes
OREBRO						
Nerikes Allehanda	1843	EDexS	17,333	8	53 x 35	All classes
Nerikes-Tidningen	1843	MDexS	11,687	10	60 x 40	Middle class
ORNSKOLDSVIK						
Ornskoldsvik Allehanda	1895	EDexS	7,816	12	51 x 36	All classes
OSTERSUND						
Jamtlands Tidning	1845	MDexS	7,800	12	58 x 37	Farmers, lower middle class
Ostersunds Posten	1877	EDexS	16,427	14	48 x 35	Middle class
SKELLEFTEA						
Norra Vasterbotten	1910	EDexS	11,343	12	57 x 39	All classes
SODERHAMN						
Soderhamns Tidning	1863	EDexS	7,100	6	51 x 36	Middle class
STOCKHOLM						
Aftonbladet	1830	ED	136,129	30	43 x 31	All classes
Dagens Nyheter	1864	MD	148,047	26	56 x 46	Middle classes. Specializes in classified advertising
		S	210,875			
Stockholms Tidningen—Stockholms Dagblad	1889 1824	MD	158,364	24	60 x 45	Middle classes
Svenska Dagbladet	1883	MD	82,757	23	63 x 45	Educated, well-to-do, business men
Nya Dagligt Allehanda	1840	ED	58,637	16	63 x 45	Well-to-do
Social-Demokraten	1885	MD	58,236	16	52 x 42	Working classes
Svenska Morgonbladet	1890	MD	31,074	12	62 x 36	Lower middle classes
SUNDSVALL						
Sundsvalls Posten	1859	EDexS	9,400	8	56 x 46	Business men
Sundsvalls Tidning	1841	MDexS	17,827	12	50 x 35	Middle class
UDDEVALLA						
Bohuslanningen	1878	MDexS	11,767	8	56 x 37	All classes
UMEA						
Vasterbottens-Kuriren	1901	MDexS	19,697	12	51 x 35.5	All classes
UPPSALA						
Upsala Nya Tidning	1890	MDexS	27,131	12	56 x 37	Middle class
VASTERAS						
Vastmanlands Folkblad	....	EDexS	8,744	8	52 x 36	Laborers
Vastmanlands Lans Tidning	1891	MDexS	18,805	8	52 x 35	All classes
VISBY						
Gotlands Allehanda	1873	EDexS	8,102	6	50 x 36	All classes
YSTAD						
Ystads Allehanda	1873	MDexS	14,116	10	56 x 41	Middle class

SWITZERLAND

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
BASEL						
Basler Nachrichten	1844	EDexS*—German	20,000 A	16-20	13¾ x 21¼"	Middle, upper classes
		MD-Mon.	25,000 A	4		
Baslertab (Tagblatt der Stadt Basel)	1923	MDexS*—German	54,000 A	8-10	13¾ x 21¼"	All classes
Basler Volksblatt	1872	EDexS*—German	6,800 A	8	14 x 20¾"	Catholics
National Zeitung	1842	MDexS—German	57,000 A	4-6	13¼ x 21¼"	All classes
		EDexS	70,000 A	16-20		
Neue Basler Zeitung	1930	MDexS—German	6,200 A	8	13¼ x 21¼"	Middle classes
BERN						
Anzeiger fuer die Stadt Bern	1888	MD—German	40,000	12	13 x 19¼"	All classes
Berner Tagblatt	1858	MD*—German	9,000	10	13 x 19¼"	Middle class
Der Bund	1850	MD&ED*—German	27,000	8	13½ x 20"	All classes
Schweizerisches Handels Amtsblatt	....	D—French, Italian	18,000	6-8	9½ x 15"	Commercial
BIEL						
Express, Bieler-Stadtanzeiger	1889	MD—Germ., French	10,500	8	14¾ x 21½"	All classes
Journal du Jura	1863	MD*—French	9,300	6-8	13½ x 19¼"	All classes
CERNIER						
Le Neuchatelois	1872	ED—French	1,800	4	12¾ x 18¾"	Agriculturists, manufacturers

INTERNATIONAL DIRECTORY OF DAILY NEWSPAPERS

(Continued from page 225)

SWITZERLAND—Continued

Name of Publication	Date Established	Issued	Circulation	Average No. of Pages	Size of Page in Centimeters	Reader Influence
LA CHAUX DE FONDS						
L'Impartial	1881	MD—French	17,000	10	13¾ x 19½"	All classes
DELEMONT						
Le Democrate	1879	MD—French	6,800 A	6	13¾ x 19½"	Manufacturers
FRIBOURG						
Freiburger Nachrichten	1863	MD—German	4,500 A	4–8	13⅞ x 19¾"	Merchants
La Liberte	1870	MD—French	11,000	4–8	13¾ x 19¾"	All classes
GENEVA						
Courrier de Geneve	1806	D—French	11,000	6–8	11.2 x 16.9"	All classes (Cath.)
Feuille d'Avis Offielle de la Republique et Canton de Geneve	1816	MD—French	4,000	6–12	21 x 13.8 cm.	Official
Journal de Geneve	1829	MD&ED—French	15,000	8	11.8 x 17.7"	Middle class, financial
Journal Francais	1905	W—French	5,000	6	11.2 x 17.3"	All classes
Le Peuple Genevois	1906	W—French	3,600	4	440 x 285 mm.	Lower middle classes
La Suisse	1897	D—French	26,000	8–10	11 x 18"	Middle classes
Le Travail	....	MDexS—French	10,250	6	445 x 295 mm.	Working classes
Tribune de Geneve	1878	MD&ED—French	46,000	8	16½ x 21.6"	All classes
LAUSANNE						
Le Droit du Peuple	1907	MDexS—French	13,000	10	13.4 x 19.1"	Employees
Feuille d'Avis de Lausanne	1762	MD—French	53,000	24	12.8 x 19.3"	Popular classes
Gazette de Lausanne	1789	D—French	16,000	4–8	17.9 x 23.4"	Upper classes
La Revue	1867	MD—French	10,000	6	487 x 335 mm.	Upper, middle classes
Tribune de Lausanne	1893	D—French	17,300	6	12.7 x 19.3"	All classes
LIESTAL						
Basellandschaftliche	1832	MDexS—German	7,000 A	8	13¾ x 20¼"	All classes
LUCERNE						
Luzerner Neueste Nachrichten	1897	EDexS*—German	21,550	12	45 x 29 cm.	Liberal classes
Luzerner Tagblatt	1852	EDexS—German	20,000 A	8	45 x 30 cm.	Independent liberal
Vaterland	1832	EDexS—German	17,000	10	45.6 x 32 cm.	Conservative Catholics
MONTREUX						
Journal de Montreux	1937	MDexS—French	5,000	6	18 x 12½"	All classes
NEUCHATEL						
L'Express	1890	MDexS*—French	6/8,000 A	6–10	14 x 20"	All classes
Feuille d'Avis de Neuchatel et du Vignoble Neuchatelois	1738	MD—French	15,300	6–8	15¾ x 22"	All classes
OLTEN						
Der Morgen	1894/1920	MDexS—German	6,500 A	8	13¾ x 20¾"	Catholics
Oltener Tagblatt	1878	MDexS—German	6,000 A	6	13¾ x 19¼"	Non-Catholics
SOLOTHURN						
Solothurner Zeitung	1906	MDexS—German	13,500 A	8	14¼ x 21¼"	Non-Catholics
VEVEY						
Feuille d'Avis de Vevey	1845	MDexS—French	5,800	6	13.6 x 19½"	All classes
ZURICH						
Neue Zurcher Nachrichten	1895	EDexS—German	15,000	10	44.5 x 29.5 cm.	Catholic
Neue Zurcher Zeitung	1780	MD,ED&noonexS*—German	100,000	10	39.5 x 44.5 cm.	Independent libera

AUSTRALIA

NEW SOUTH WALES

Name of Publication	Date Established	Issued	Circulation	Average No. of Pages	Size of Page in Centimeters	Reader Influence
SYDNEY						
aily Telegraph	1871	MD*—English	225,490	20	22 x 16"	All classes
Daily News (formerly Labor Daily)	1924	MD*—English	65,000	12	22 x 17"	Middle & working classes
The Sydney Morning Herald	1831	MD*—English	230,130	30	24 x 19½"	All classes
The Sun	1910	ED*—English	190,957	12–40	22 x 17½"	All classes
Albury, Border Morning Mail	1888	MD—English	7,325	6–12	22½ x 19½"	All classes
Bathurst, The Western Times	1858	MD*—English	2,908	6–8	20 x 15¾"	All classes
Broken Hill, Barrier Daily Truth	1908	MD—English	3,573	6–10	20" x 8 col.	All classes
Casino, The Richmond River Express	1870	EDexSat. & Sun—English	2,000	4–6	25 x 20"	Farmers
Cootamundra Daily Herald	1877	EDexSat. & Sun.*—English	.....	4–8	20" x 7 col.	All classes
Goldburn Evening Penny Post	1870	ED*—English	6,000	8	22 x 17½"	All classes
Grafton, The Daily Examiner	1859	MDexS*—English	4,465	8–16	22" x 7 col.	All classes
Lismore, Northern Star	1876	MD*—English	8,656	12–20	20½" x 7 col.	All classes
Maitland Daily Mercury	1843	ED*—English	4,870	10–12	21 x 15¾"	All classes
Murwillumbah, Tweed Daily	1891	MD—English	2,574	8	22½" x 7 col.	All classes
Newcastle Morning Herald	1858	MD*—English	32,136	14–28	22 x 17½"	All classes
Newcastle Sun	1920	ED*—English	21,342	10–20	22 x 17½"	All classes
Tamworth, Northern Daily Leader	1872	MD—English	10,767	10–12	24" x 7 col.	All classes
Wagga, The Daily Advertiser	1878	MD—English	9,123	8–12	23" x 8 col.	All classes

VICTORIA

Name of Publication	Date Established	Issued	Circulation	Average No. of Pages	Size of Page in Centimeters	Reader Influence
MELBOURNE						
The Age	1854	MD*—English	101,096	16–32	24 x 17⅜"	Moderate labor & middle class
The Argus	1846	MD*—English	110,298	12	24" x 8 col.	Business, farming & artisan classes
Daily Commercial News & Shipping List	1898	MD—English	20,000	8	17½ x 22"	Shipping companies & shipping interests
*Sun News-Pictorial (U. S. 6)	1922	MD*—English	262,923	36	15 x 10¼"	All classes
*Herald (U. S. 6)	1840	ED*—English	236,138	24–43	22 x 17¾"	All classes
Ballarat Courier	1867	MD—English	9,477	10–20	22" x 8 col.	All classes
Castlemaine Mail	1854	MD—English	3,000	6–8	.....	All classes
Geelong Advertiser	1840	MD—English	9,212	10–16	.....	All classes
Mildura, Sunraysia Daily	1920	MD—English	7,500	6–16	.....	All classes
Warrnambool Standard	1872	MD—English	3,263	8–12	.....	All classes

QUEENSLAND

Name of Publication	Date Established	Issued	Circulation	Average No. of Pages	Size of Page in Centimeters	Reader Influence
BRISBANE						
The Courier-Mail	1933	MDexS*—English	90,293	26	23½ x 18¾"	All classes
Daily Commercial News and Shipping List	1924	MDexS—English	1,300	8	19¾ x 15"	Shippers & merchants
The Telegraph	1872	EDexS*—English	71,946	20–24	22¾ x 18"	General
Leading Country Papers						
Cairns Post	1882	MD*—English	9,601	10	22 x 17½"	All classes
Ipswich, The Queensland Times	1859	MD*—English	9,022	.....	22 x 18"	All classes
Mackay Daily Mercury	1896	MD*—English	5,725	12	25½ x 18½"	All classes
Townsville Daily Bulletin	1866	MD*—English	12,592	.....	24 x 17½"	All classes
Toowoomba Chronicle	1861	MD*—English	14,521	.....	24" x 8 col.	All classes
Warwick Daily News	1868	MD*—English	3,325	8–10	22 x 15"	All classes

* Jeshua B. Powers, Inc., 345 Madison Ave., New York, U. S. Advertising Representatives.

SOUTH AUSTRALIA

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
ADELAIDE						
The Advertiser	1856	MD*—English	112,145	26	18½ x 23½"	All classes
The News	1923	ED*—English	49,886	10	18¾ x 23½"	All classes
Port Pirie, The Northern Daily Recorder	1889	MD—English	3,000 A	4–6	Double Demy	All classes

WESTERN AUSTRALIA

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
PERTH						
The West Australian	1833	MDexS*—English	79,981	20–30	26½ x 18½"	All classes & rural
The Daily News	1840	EDexS—English	39,517	6–8	22½ x 17½"	All classes, city only
Kalgoorlie Miner	1894	MD—English	5,000	6–16	21 x 14½$	All classes

NORTH TASMANIA

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
LAUNCESTON						
The Examiner	1842	MD—English	12,700	14	23" x 8 col.	All classes & rural

NORTHWEST TASMANIA

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
BURNIE						
The Advocate	1890	MD—English	9,600	10–16	18 x 24"	All classes & rural

SOUTH TASMANIA

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
HOBART						
The Mercury	1854	MD—English	25,445	16–24	24 x 18"	All classes & rural

NEW ZEALAND

Name of Paper	Date Established	Issued—Language	Circulation	Average No. of Pages	Size of Paper	Reader Influence
ASHBURTON						
Ashburton Guardian	1880	ED*—English	3,300 A	8	22" x 7 col.	Agricultural
AUCKLAND						
Auckland Star	1869	ED*—English	62,000 A	20–48	22" x 8 col.	General
New Zealand Herald	1863	MD*—English	72,000 A	20–50	24" x 8 col.	General
BLENHEIM						
Marlborough Express	1866	ED*—English	3,400 A	12	22 x 17½"	General public
CARTERTON						
Wairarapa Daily News	1869	ED*—English	1,000 A	8	19½ x 12½"	Agricultural
CHRISTCHURCH						
Christchurch Star-Sun	1868	ED*—English	34,000 A	16–50	22" x 8 col.	General
The Press	1861	MD*—English	34,500 A	20–35	24" x 8 col.	Middle & upper classes
DANNEVIRKE						
Dannevirke Evening News	1882	ED*—English	1,500 A	10	22" x 7 col.	Agricultural
DARGAVILLE						
North Auckland Times	....	ED*—English	1,100 A	6	22" x 7 col.	Farming
DUNEDIN						
Evening Star	1863	ED*—English	17,500 A	16–28	22" x 8 col.	General
New Zealand Tablet	....	W—English	3,000 A	46	12½ x 8¼"	Rural
Otago Daily Times	1860	MD*—English	23,500 A	18–32	24" x 8 col.	General
FEILDING						
Feilding Star	1877	MD*—English	1,200 A	8	20" x 7 col.	Agricultural
GISBORNE						
Poverty Bay Herald	1874	ED*—English	6,100 A	16	22" x 8 col.	General, rural
GORE						
Mataura Ensign	1878	MD*—English	1,200 A	8–12	18 x 23¼"	Farming, general
GREYMOUTH						
Greymouth Evening Star	1865	MD—English	5,000 A	12–16	22" x 7 col.	Mining, mfg.
Grey River Argus	1865	MD—English	5,200 A	12	22½" x 7 col.	Mining, mfg.
HAMILTON						
Waikato Times	1872	ED*—English	7,000 A	16–32	23½" x 8 col.	General
HASTINGS						
Hawkes Bay Herald-Tribune	1896	ED*—English	6,800 A	16–20	21½" x 8 col.	General, farming
Hawkes Bay Daily Mail	1937	MD*—English	8,200 A	16–18	23" x 8 col.	General, farming
HAWERA						
Hawera Star	1880	ED*—English	3,000 A	8–14	22" x 7 col.	General, farming
INVERCARGILL						
Southland Daily News	1861	ED*—English	8,500 A	12–24	24" x 8 col.	General
Southland Times	1862	MD*—English	8,500 A	12–24	24" x 8 col.	General
LEESTON						
Ellesmere Guardian	....	ED*—English	1,820	8	18" x 6 col.	Farming
LEVIN						
Levin Chronicle	1893	ED*—English	1,000 A	8	20" x 6 col.	Farming
MARTON						
Rangitikei Advocate	1874	ED*—English	1,050 A	8	21 x 16"	Farming
MASTERTON						
Wairarapa Times-Age	1874	ED*—English	4,000 A	12–25	22" x 7 col.	Pastoral & farming
NAPIER						
Daily Telegraph	1871	ED—English	7,000 A	16–20	17½ x 21¾"	General
NELSON						
Evening Mail	....	ED*—English	5,000 A	10–18	23½ x 8 col.	General, farming
NEW PLYMOUTH						
Taranaki Daily News	1857	MD*—English	9,100 A	12–20	24" x 8 col.	General, dairy
Taranaki Herald	1852	ED—English	6,000 A	12–20	22" x 8 col.	General, dairy
OAMARU						
Oamaru Mail	1876	ED*—English	3,500 A	8–16	22" x 7 col.	General
PAEROA						
Hauraki Plains Gazette	....	ED*—English	750 A	8	20" x 6 col.	Farming
PALMERSTON NORTH						
Manawatu Daily Times	1875	MD*—English	5,300 A	12–16	22" x 8 col.	General
Manawatu Standard	1880	ED*—English	7,100 A	12–18	22" x 8 col.	General
ROTORUA						
Rotorua Post	1885	ED*—English	2,300 A	8	23" x 7 col.	General, farming
TAUMARUNUI						
Taumarunui Press	1906	ED*—English	710 A	8	21" x 7 col.	General
TAURANGA						
Bay of Plenty Times	1872	ED*—English	1,000 A	8	20" x 6 col.	General & rural
THAMES						
Thames Star	....	ED*—English	550 A	4	23" x 7 col.	General
TIMARU						
Timaru Herald	1864	MD*—English	7,000 A	14–32	23" x 8 col.	General
Timaru Post	1899	ED*—English	4,000 A	10	22" x 7 col.	General
WAIMATE						
Daily Advertiser	1898	ED*—English	1,100 A	8	13½ x 19½"	Agricultural
WANGANUI						
Wanganui Chronicle	1856	MD*—English	5,500 A	12–16	22" x 8 col.	General
Wanganui Herald	1876	ED*—English	5,300 A	12–16	24" x 8 col.	General
WELLINGTON						
Dominion	1907	MD*—English	35,000 A	18–32	18 x 23"	General city public
Evening Post	1885	ED*—English	40,000 A	18–32	23½ x 17½"	General city public
WESTPORT						
Buller Times	1866	ED—English	1,000 A	8	22½ x 16"	Mining, pastoral
Westport News	1870	MD—English	2,000 A	8	21¾ x 16"	Mining, pastoral
WHANGAREI						
Northern Advocate	1875	ED*—English	4,000 A	12–14	22 x 16"	General

INDEX TO 1943 INTERNATIONAL YEAR BOOK CONTENTS

A

ABC Newspaper Circulation Analysis 128-140
Accounting, Books on..... 172
Adventures and Reminiscences, Books on 173
Advertising Agencies and Executives—
Canada 169-170
United States 150-170
Recognized by American Newspaper Publishers Association 150-170
Recognized by Canadian Daily Newspapers Association 150-170
Recognized by Local Publishers 150-170
Recognized by Southern Newspaper Publishers Asciation 150-170
Recognized by Associated Business Papers 150-170
Recommended for Recognition by Agricultural Publishers Association.....150-170
Members American Association of Advertising Agencies 150-170
Members First Advertising Agency Group 150-170
National Advertising Agencies Network 150-170
Advertising Art Services..... 146
Advertising Associations and Clubs, British 209
Advertising Associations and Clubs, United States and Canada 178
Advertising, Books on—
Art and Layout..... 172
Classified 173
Copy 172
History and Biography 172
Psychology 173
Special Fields 173
Advertising Managers—
British Newspapers.....199-209
Irish Newspapers 206
Latin - American Newspapers 210-224
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Advertising Rates—
British Newspapers.....199-209
Irish Newspapers 206
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Advertising Ready Reckoner.. 116
Advertising Space, Basic Facts on 117
Advertising, Special Representatives 112-115
Latin-American Newspapers 210
U. S. and Canadian Newspapers 112-115
Agricultural Journalism, Books on 173
Alabama, Newspapers of..... 17
Alaska, Newspapers of..... 104
Alberta, Newspapers of..... 105
America, Newspapers of..... 17-104
American Journalism, Books on 172-174
Antigua, Newspapers of..... 224
Argentine, Newspapers of.....210-213
Arizona, Newspapers of..... 19
Arkansas, Newspapers of..... 19-20
Art Critics, U. S. and Canadian Newspapers.....192-198
Associate Editors, U. S. and Canadian Newspapers....192-198
Associated Business Papers, Members of 76
Associations, British..... 209
Associations, United States and Canada 178-181
Audit Bureau of Circulations, Newspaper Analysis of...128-140
Australian Newspapers..... 226
Autobiography and Biography, Books on 172-174
Aviation Editors, U. S. and Canadian Newspapers.....192-198

B

Bahamas, Newspapers of..... 224
Barbados, Newspapers of..... 224
Basic Facts on Newspaper Advertising Space..... 117
Bermuda, Newspapers of..... 224
Better Business Bureaus..... 171
Biography and Autobiography, Books on 172-174
Bolivia, Newspapers of..... 214
Books 172-174
Book Critics, U. S. and Canadian Newspapers.....192-198
Books: Miscellaneous Subjects 172-174
Brazil, Newspapers of.....214-216
British Associations and Clubs 209
British Associations of Journalists 209
British Columbia, Newspapers of 105
British Honduras, Newspapers of 224
British Journalism, Books on.. 174
British Newspapers and Personnel 199-209
British West Indies, Newspapers of 224
Business Managers—
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Business Office Technique, Books on 172-174

C

California, Newspapers of..... 20-24
Canada, ABC Analysis of Circulation 141
Canadian Advertising Agencies 169-170
Canadian Merchandising Papers of Daily Newspapers.. 109
Canadian Newspaper Ready Reckoner 116
Canadian Newspapers and Personnel 105-109
Canadian Newspapers, Rates and Circulations.....105-109
Canons of Journalism..... 26
Carrier Publications 177
Cartoonist, U. S. and Canadian Newspapers 192-198
Cartoons and Cartoonists, Books on 172
Censorship, Books on..... 173
Chain Newspapers, U. S. and Canada 117
Chile, Newspapers of..... 216
Circulation—
British Newspapers.....199-209
Irish Newspapers 206
Latin - American Newspapers 210-224
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Circulation, Books on..... 172
Circulation Managers—
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Cities and Populations, Daily Newspapers—
Great Britain 199-209
Ireland 206
Latin-America 210-224
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
City Editors, U. S. and Canadian Newspapers..... 17-109
Classified Advertising Managers, U. S. and Canadian.. 17-109
Classified Advertising Rates U. S. and Canada..... 17-109
Clubs, British Advertising..... 209
Clubs, U. S. Newspaper and Press 179-181
Codes, Journalistic..... 26-104
Collection of News Stories, Books on 172
Colorado, Newspapers of..... 25
Color Printing Companies..... 146
Colombia, Newspapers of..... 216
Columnists, U. S. and Canadian Newspapers 192-198
Composition of Printers' Metals 181
Connecticut, Newspapers of... 25-26
Cooking Schools 146
Copyreading, Books on..... 172
Correspondents, Foreign Newspapers in U S..... 104
Correspondents, Out-of-Town Newspapers in New York.. 146
Correspondents, Washington...125 127
Costa Rica, Newspapers of..... 217
Country Journalism, Books on 173
Court and Commercial Newspapers 177
Court Decisions Affecting Newspapers and Advertising 186-190
Credit Managers, U. S. and Canadian Newspapers.....192-198
Creed, The Journalist's, by Walter Williams 137
Cuba, Newspapers of..... 218
Curacao, Newspapers of..... 218
Cut Services 146

D

Daily Newspapers—
Great Britain 199-209
Ireland 206
Latin-America 210-224
U. S. Foreign Language.....190-191
U. S. and Canada..... 17-109
Daily Newspapers' Special Advertising Representatives—
Latin-America 210
U. S. and Canada.....112-115
Delaware, Newspapers of..... 26
Departmental Editors, U. S. and Canadian Newspapers.192-198
Directors, Newspaper, Latin-American 210-224
District of Columbia, Newspapers of 28
Dominican Republic, Newspapers of 218

E

Ecuador, Newspapers of..... 218
Editor & Publisher Promotion Awards 174
Editorial Collections and Technique, Books on..... 172
Editorialized Advertising Service 146
Editorial Writers (Chief) U. S. and Canadian Newspapers 192-198
Editors—
British Newspapers.....199-209
Irish Newspapers 206
Latin - American Newspapers 210-224
Principal Departmental U. S. Canadian Newspapers.....192-198
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
El Salvador, Newspapers of.... 218

INDEX TO 1943 INTERNATIONAL YEAR BOOK CONTENTS

England, Newspapers of.....199-209
Ethics, Newspaper: Books on..172-174
Evening Newspapers, Advertising Rates—
Great Britain 199-209
Ireland 206
U. S. Foreign Language.....190-191
U. S. and Canada..... 17-109

F

Feature Syndicates 141-146
Feature Writing, Books on..... 172
Fiction, Newspaper Books on.. 174
Financial Editors, U. S. and Canadian Newspapers 192-198
Florida, Newspapers of..... 28-30
Foreign and Wartime Propaganda, Books on.....172-174
Foreign Correspondents in U. S. 104
Foreign Journalism, Books on 174
Foreign Language Dailies in U. S. 190-191
Foreign Language Press, Books on 173
Foreword 15
Freedom of the Press, Books on 173
French Journalism, Books on.. 174

G

General Managers—
U S Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Georgia, Newspapers of..... 32
German Journalism, Books on 174
Gravure Editors, U. S. and Canadian Newspapers.....192-198
Great Britain—
Advertising and Newspaper Associations 209
Newspapers and Personnel..199-209
Grenada, Newspapers of..... 224
Gridiron Club, Members of.... 28
Guatemala, Newspapers of..... 219
Guilds, Newspaper: United States 118

H

Haiti, Newspapers of..... 219
Harding, Warren G.: Journalistic Code 104
Hawaii, Newspapers of..... 32
Headline Writing, Books on... 172
Histories of Individual Newspapers, Books on..... 172
Home Pages 146
Honduras, Newspapers of..... 219
House Organs, Books on..... 173

I

Idaho, Newspapers of..... 33
Illinois, Newspapers of..... 33-38
Indiana, Newspapers of..... 38-40
Influence of the Press, Books on 173
Iowa, Newspapers of..... 40-42
Ireland, Newspapers of..... 206

J

Jamaica, Newspapers of..... 224
Journalistic Codes 26-104-137
Journalistic Laws, Books on.. 173
Journalism, Canons of..... 26
Journalism, Histories of: Books on 172
Journalism, Opportunities in: Books on 173
Journalism, Profession of, Books on 173
Journalism, Pulitzer Prize Awards for 119
Journalism Schools, United States 175-176

K

Kansas, Newspapers of..... 42-43
Kentucky, Newspapers of.... 43-44
Keys—
Circulations 17-109
Personnel Pages 17-109
Rates 17-109
Special Representatives..... 17-109

L

Labor Wage Scales..... 119
Latin-American Newspapers and Personnels 210-224
Laws and Libels, Books on....172-174
Librarians, U. S. and Canadian Newspapers 192-198
Libraries, Newspaper, Books on 173
Linage, Newspaper Advertising in U S., 1934-1942....122-124
Louisiana, Newspapers of..... 44-46

M

Madeira Islands, Newspapers of 225
Magazine Making, Books on... 174
Maine, Newspapers of..... 46
Managing Directors—
British Newspapers.....199-209
Irish Newspapers 206
Managing Editors—
U. S. Foreign Language Newspapers 190-191
U. S. and Canadian Newspapers 17-109
Manitoba, Newspapers of..... 105
Manuals of Newspaper Work..172-174
Martinique, Newspapers of.... 224
Maryland, Newspapers of..... 46
Massachusetts, Newspapers of 46-50
Mat Services 146
Mechnical Department, Wage Scales 119
Mechanical Superintendents, U. S. and Canadian Newspapers 17-109
Merchandising Papers Issued by Daily Newspapers..... 109
Merchandising Services Operated by Newspapers.....183-185
Mexico, Newspapers of.....219-220
Michigan, Newspapers of..... 50-54
Milline Rates 117
Minnesota, Newspapers of..... 54
Mississippi, Newspapers of..... 56
Missouri, Newspapers of..... 58-60
Montana, Newspapers of..... 60-62
Motion Picture Critics, U. S. and Canadian Newspapers.192-198
Music Critics, Principal Departmental: U. S. and Canadian Newspapers.....192-198

N

National Advertising Managers—
U. S. and Canadian Newspapers 17-109
National Advertising Rates, U. S. and Canadian Newspapers 17-109
National Association of Better Business Bureaus, Inc..... 171
Nebraska, Newspapers of..... 62
Oregon, Newspapers of..... 84
Negro Newspapers, United States 182
Negro Press, Books on..... 173
Nevada, Newspapers of..... 62-63
New Brunswick, Newspapers of 105
Newfoundland, Newspapers of. 109
New Hampshire, Newspapers of 63
New Jersey, Newspapers of.... 63-64
New Mexico, Newspapers of... 64
Newspaper Associations and Clubs 178-181
Newspaper Correspondents, Foreign in U. S..... 104
Newspaper Correspondents, New York City..... 146
Newspaper Correspondents, Washington, D. C.....125-127
Newspaper Court Decisions..186-190
Newspaper Ethics, Books on... 173
Newspaper Fiction, Books on.172-174
Newspaper Guilds 118
Newspaper Libraries, Books on 172
Newspaper Making, Books on 172
Newspaper Mechanical Superintendents, U. S. and Canada 17-109
Newspaper Plays, Books on.. 173
Newspaper Poetry, Books on.. 173
Newspaper Promotion Services 146
Newspaper Ready Reckoner, Rates, and Circulations... 116
Newspaper Rotogravure Sections 17-109
Newspaper Women's Club of Washington 146
Newspapers—
ABC, Analysis of.....128-140
Advertising Linage, 23 U. S. Cities, 1934-1942.....122-124
Advertising Representatives: U. S. and Canada..... 17-109
Latin-America 210
Chain, U. S. and Canada.... 117
Great Britain 199-209
Ireland 206
Latin-America 210-224
Offering Merchandising Cooperation 183-185
Operating Radio Stations....147-149
Tabloid 177
United States and Canada... 17-109
U. S. Foreign Language.....190-191
Newsprint Manufacturers in North America 181
News Services 114
News Writing, Books on.....172-174
New York, Newspapers of..... 66-72
New Zealand, Newspapers of... 226
Nicaragua, Newspapers of.... 220
North Carolina, Newspapers of 72-74
North Dakota, Newspapers of.. 74
Nova Scotia, Newspapers of...105-106

O

Ohio, Newspapers of..... 74-82
Oklahoma, Newspapers of..... 82-84
Ontario, Newspapers of.....106-108

FROM SKY - SEA AND LAND -

AMERICA STRIKES

★ There are two things that, to our mind, spell Victory. One of them is supreme American faith in the democratic principles of government under which we live and the willingness of our Fighting Men to uphold these ideals in battle.

The second . . . not moral, but very real is Material Production. It is to this vital end that we at Goss dedicate our strength and determination to "deliver the goods". As long as it may be necessary . . . Service For Victory . . . is our watchword.

THE GOSS PRINTING PRESS COMPANY
1535 SOUTH PAULINA STREET CHICAGO, ILLINOIS

Navy "E" Awards . . . a testimonial to more than a year of exacting War Production.

GOSS

NEW YORK · SAN FRANCISCO · LONDON, ENGLAND

INDEX TO 1943 INTERNATIONAL YEAR BOOK CONTENTS

P

Panama, Newspapers of..... 221
Paraguay, Newspapers of..... 221
Pay of Mechanical Forces..... 117
Pennsylvania, Newspapers of.. 85-90
Personnel Executives, Newspaper—
Great Britain 199-209
Ireland 206
Latin-America 210-224
U. S. Foreign Language 190-191
U. S. and Canada..... 17-109
Personnel Pages, Key to..... 17
Peru, Newspapers of.....221-222
Photographic Services 144
Photography, Books on..... 172
Plays, Books on..... 174
Poetry, Books on..... 174
Portugal, Newspapers of..... 225
Press Associations and Clubs, U. S. and Canada.....179-181
Press Gallery of U. S. Congress 125-127
Press, Influence of the Press, Books on 172-174
Press, Laws and Libel of the, Books on 172-174
Press Services 144
Prince Edward Island, Newspapers of 108
Principal Departmental Editors, U. S. and Canadian Newspapers 192-198
Printing and Engraving, Books on 172
Promotion Awards, Editor & Publisher 174
Promotion, Books on..... 172
Promotion Managers, U. S. and Canadian Newspapers 17-109
Propaganda, Books on..... 173
Proprietors, Newspaper—
British 199-209
Irish 206
Latin-American 210-224
Psychology, Books on..... 173
Publications, Issued for Carrier Forces..... 177
Publicity and Propaganda, Books on 173
Publishers Associations, U. S. and Canada 178-181
Publishers, U. S. and Canadian Newspapers 17-109
Publishing Associations, British 209
Publishing, Books on..... 174
Puerto Rico, Newspapers of... 222
Pulitzer Journalistic Prize Awards 119

Q

Quebec, Newspapers of..... 108

R

Radio and the Press, Books on 173
Radio Editors, U. S. and Canadian Newspapers 192-198
Radio Stations, Newspaper....147-149
Rates, Key to..... 17
Rates, Newspaper—
British 199-209
Irish 206
U. S. Foreign Language.....190-191
U. S. and Canada..... 17-109
Ready Reckoner, Rates, and Circulations 116
Religious Journalism, Books on 173
Religious Syndicates and Services 146
Reporting and Writing News, Books on 172
Research Services 146
Rhode Island, Newspapers of.. 90-92
Rotogravure Editors, U. S. and Canadian Newspapers.....192-198

S

St. John (Antigua), Newspapers of 224
St. Vincent, Newspapers of.... 224
Salvador, Newspapers of..... 218
Saskatchewan, Newspapers of 109
Schools of Journalism.....175-176
Scotland, Newspapers of..... 206
Society Editors, U. S. and Canadian Newspapers 192-198
South America, Newspapers of.210-224
South Carolina, Newspapers of 92
South Dakota, Newspapers of.. 92
Special Advertising Representatives—
Latin-American Newspapers 210
U. S. and Canadian Newspapers 112-115
Special Fields, Books on..... 173
Special Syndicate Services.... 146
Special Writing, Books on..... 172
Sport Editors, U. S. and Canadian Newspapers 17-109
Stamp Editors, U. S. and Canadian Newspapers 192-198
Sunday Editors, U. S. and Canadian Newspapers 17-109
Sunday Newspapers—
Great Britain 199-209
Ireland 206
U. S. and Canada..... 17-109
Superintendents, Mechanical, U. S. and Canadian Newspapers 17-109
Sweden, Newspapers of..... 225
Switzerland, Newspapers of...225-226
Syndicates and Personnel.....141-146

T

Table of Contents..... 13
Tabloid Newspapers 177
Tennessee, Newspapers of..... 93
Territory of Alaska, Newspapers of 104
Territory of Hawaii, Newspapers of 32
Texas, Newspapers of..... 94-98
Theatrical Critics, U. S. and Canadian Newspapers 192-198
Trade Press Syndicates..... 146
Travel Editors, U. S. and Canadian Newspapers 192-198
Trinidad, Newspapers of..... 224
Turkey, Newspapers of..... 225

U

United States—
Advertising Agencies.....150-170
Cities and Populations..... 17-105
Clubs and Associations 178-181
Court and Commercial Papers 177
Daily Newspapers 17-105
Foreign Language Newspapers 190-191
Foreign Newspaper Correspondents 104
Negro Newspapers 182
Newspapers Offering Merchandising Cooperation....183-185
Newspaper Radio Stations...147-149
Newspaper Ready Reckoner, Rates, and Circulations.... 116
Special Advertising Representatives 112-115
Tabloid Newspapers 177
Uruguay, Newspapers of.....222-223
Utah, Newspapers of..... 98

V

Venezuela, Newspapers of..... 224
Vermont, Newspapers of..... 98
Virginia, Newspapers of..... 98-100

W

Wage Scales, Mechanical..... 119
Wales, Newspapers of..... 206
War and Foreign Correspondence, Books on..... 174
Washington, Newspapers of... 100
Washington Newspaper Correspondents 125-127
West Indies, Newspapers of... 224
West Virginia, Newspapers of..100-101
White House News Photographers' Assn. 76
Williams, Walter, the Journalist's Creed 137
Wisconsin, Newspapers of.....101-102
Women in Journalism, Books on 173
Women's Page Editors, Principal Departmental: U. S. and Canadian Newspapers.192-198
Wyoming, Newspapers of..... 104

NEWSPAPER PUBLISHERS

may reach most of the principal advertising agency executives as well as advertising managers of Nationally advertised products through the advertising columns of

EDITOR & PUBLISHER

And they reach these people when they are reading about the business—when they are psychologically receptive of that character of information.

The very fact that many leading daily newspapers of the country are consistent users of EDITOR & PUBLISHER space proves its value.

EDITOR & PUBLISHER

Suite 1700, Times Tower

Broadway at 42nd St. New York City, N. Y.

Winners of the Ayer Awards consistently prefer

HUBER INKS

For newspaper, letterpress and offset printing

For your newspaper inks—NEWS BLACK, GRAVURE, and COMIC COLORS—and for all other printing inks, it is plain, common sense to rely on a supplier who controls production from the ground up.
★ J. M. Huber, Inc.—New York—Chicago—St. Louis—Boston. ★

HUBER PRODUCTS IN USE SINCE 1780

INDEX TO 1943 INTERNATIONAL YEAR BOOK ADVERTISEMENTS

ASSOCIATIONS

Air Transport Assn. 65
Assn. of American Railroads 65
Copper & Brass Research Assn. 65
Distilled Spirits Institute, Inc. 65
Edison Electric Institute 65
National Association of Food Chains 65
National Board of Fire Underwriters 65

CARRIER INSURANCE

Hickey-Mitchell Company 179

CIRCULATION BUILDERS

Hudson De Priest, & Associates 183
C. L. Leach 115
Publishers Service Co., Inc. 145, Back Cover

EMPLOYMENT

Sigma Delta Chi 118

EQUIPMENT AND SUPPLIES

Sam'l Bingham's Son Mfg. Co. 147
Black Rock Mfg. Co. 10
Burgess Cellulose Co. 163
Certified Dry Mat Corp. 4
Cline Electric Mfg. Co. 3
Duplex Printing Press Co. 7
General Electric Co. 120, 121
Goss Printing Press Co. 229
Wm. C. Herrick Ink Co., Inc. 157
R. Hoe & Co. 110, 111
J. M. Huber, Inc. 231
Huebner Laboratories 153
Manhattan Rubber Co. 57
Mergenthaler Linotype Co. 18
Metals Refining Co. 185
Monomelt Co. 8
Geo. H. Morrill Co. 2
Rapid Roller Co. 161
Walter Scott & Co., Inc. 11
Tingue, Brown & Co. 149
United American Metals Corp. 151
Vulcan Proofing Co. 51
Wilkes Type Metal 185
Wood Newspaper Machinery Corp. 5

FEATURE LEADERS

Aneta Feature Service 141
Associated Press Front Cover
A. Neely Hall Productions 141
Keystone Features, Inc. 142
NEA Service, Inc. Inside Back Cover
Nancy Sasser, Inc. Inside Front Cover
Science Service 6
United Feature Syndicate 143
Woehrle News Service 142

INSURANCE

Hickey-Mitchell Company 179

MAT MANUFACTURERS

Burgess Cellulose Co. 163
Certified Dry Mat Corp. 4

NATIONAL NEWSPAPER REPRESENTATIVES

Paul Block and Associates 112, 113
The Branham Company 112, 113
The John Budd Company 112, 113
Burke, Kuipers & Mahoney, Inc. 112, 113
DeLisser, Inc. 112, 113
J. J. Devine and Associates, Inc. 112, 113
Kelly-Smith Company, Inc. 112, 113
Fred Kimball, Inc. 112, 113
I. A. Klein, Inc. 112, 113
Lorenzen & Thompson, Inc. 112, 113
George A. McDevitt Co. 112, 113
J. P. McKinney & Son 112, 113
Noee, Rothenburg & Jann, Inc. 112, 113
O'Mara & Ormsbee, Inc. 112, 113
Reynolds-Fitzgerald, Inc. 112, 113
Sawyer, Ferguson, Walker Co. 112, 113
Story, Brooks & Finley, Inc. 112, 113
Ward-Griffith Co., Inc. 112, 113
West-Holliday Co., Inc. 112, 113
Williams, Lawrence & Cresmer Co. 112, 113
John B. Woodward, Inc. 112, 113

NEGRO NEWSPAPERS

Baltimore Afro-American 182
New Jersey Afro-American 182
Philadelphia Afro-American 182
Richmond Afro-American 182
Washington Afro-American 182

NEWSPAPER ACCOUNTANTS

Wolf and Company 187

NEWSPAPER DEALERS

Hotaling News Agency 118

NEWSPAPER FOREIGN REPRESENTATIVES

All-American Newspapers' Representatives 222
M. D. Bromberg & Associates, Inc. 223
R. de Llano 219
Melchor Guzman Co., Inc. 217, 218
S. S. Koppe & Co., Inc. 210, 218, 221
Joshua B. Powers, Inc. 211, 213, 215, 217, 218, 219, 220

NEWSPAPERS LEADERS, ARGENTINA

La Nacion, Buenos Aires 210
La Prensa, Buenos Aires 211
La Libertad, Mendoza 213
Mundo Aeronautico, Buenos Aires 213

NEWSPAPER LEADERS, BOLIVIA

La Razon, La Paz 215

NEWSPAPER LEADERS, BRAZIL

Diario De Noticias, Rio de Janeiro 215
Fauna 215
Hora Medica 215
Sitios & Frazendas 215
Sombra 215
Vida Domestica 215

NEWSPAPER LEADERS, CANADA

Halifax Herald 107
Halifax Mail 107

NEWSPAPER LEADERS, CHILE

La Union, Valparaiso 215

NEWSPAPER LEADERS, COLOMBIA

Diario Del A Costa Cartagena 223
El Espectador, Bogota 217
El Liberal, Bogota 223
La Prensa, Barranquilla 217
Vida, Bogota 217

NEWSPAPER LEADERS, COSTA RICA

La Tribuna, San Jose 217

NEWSPAPER LEADERS, CUBA

Bohemia, Havana 223

NEWSPAPER LEADERS, CURACAO

Amigoe Di Curacao, Willemstad 223
La Cruz, Willemstad 223
La Union, Willemstad 223

NEWSPAPER LEADERS, DOMINICAN REPUBLIC

La Nacion, Ciudad Trujillo 218

NEWSPAPER LEADERS, ECUADOR

El Comercio, Quito 223
Ultimas Noticias, Quito 223

NEWSPAPER LEADERS, ENGLAND

Associated Newspapers, Ltd. 200
London Daily Sketch 202, 203
London Daily Telegraph 205
London Evening News 200
London Evening Standard 207
London Express 207
London Mail 200
London News Chronicle 199
London News of the World 209
London Star 199
London Sunday Dispatch 200
London Sunday Chronicle 202, 203
London Sunday Graphic 202, 203
London Sunday Times 202, 203
Manchester Daily Dispatch 202, 203
Manchester Empire News 202, 203
Manchester Evening Chronicle 202, 203
Middlesbrough Evening Gazette 202, 203
Newcastle Evening Chronicle 202, 203
Newcastle Journal & North Mail 202, 203
Newcastle Sunday Sun 202, 203
Sheffield Star 202, 203
Sheffield Telegraph 202, 203

NEWSPAPER LEADERS, GREAT BRITAIN

Allied Newspapers, Ltd. 202, 203

NEWSPAPER LEADERS, GUATEMALA

El Imparcial, Guatemala 223

NEWSPAPER LEADERS, IRELAND

Belfast Telegraph 201

NEWSPAPER LEADERS, MEXICO

Diario Del Sureste, Merida 219
El Nacional, Mexico, D. F. 219
El Universal, Mexico, D. F. 223
Excelsior, Mexico, D. F. 219
Grafico, Mexico, D. F. 223

NEWSPAPER LEADERS, PANAMA

Estrella de Panama, Panama 221
Panama American 220
Star & Herald, Panama 221

NEWSPAPER LEADERS, PERU

La Prensa, Lima 220

NEWSPAPER LEADERS, PUERTO RICO

El Mundo, San Juan 222
Ilustrado, San Juan 222
World Journal, San Juan 222

NEWSPAPER LEADERS, SALVADOR

Diario Nuevo, San Salvador 218

NEWSPAPER LEADERS, SCOTLAND

Aberdeen Evening Express 202, 203
Aberdeen Press & Journal 202, 203
Glasgow Daily Record 202, 203
Glasgow Evening News 202, 203
Glasgow Sunday Mail 202, 203

NEWSPAPER LEADERS, UNITED STATES

Akron Beacon Journal 75
Albany Knickerbocker News 67
Baltimore News-Post 47
Baltimore Sun 1
Battle Creek Enquirer-News 132
Bayonne Times 132
Beacon News 67
Binghamton Press 134
Boston Post 49
Canton Repository 81
Cedar Rapids Gazette 130
Cheyenne Wyoming Eagle 14
Cheyenne Wyoming State Tribune & Leader 14
Chicago Tribune 31
Cincinnati Enquirer 9
Cincinnati Times-Star 77
Chillicothe Gazette 14
Chillicothe News-Advertiser 14
Chillicothe Ohioan 14
Columbus Dispatch 79
Dallas Morning News 95
Dallas Times-Herald 138
Danville Commercial-News 67
Detroit Free Press 53
Detroit Times 55
Elizabeth Journal 133
Elmira Advertiser 67
Elmira Star-Gazette 67
Elmira Telegram 67
Federated Publications, Inc. 132
Fort Collins Express-Courier 14
Gannett Newspapers 67
Grand Rapids Herald 132
Harrisburg Patriot and News 133
Hartford Times 27, 67
Honolulu Star-Bulletin 129
Houston Chronicle 138
Iowa City Press-Citizen 14
Ithaca Journal 67
Jersey City Jersey Journal 133
Johnstown Democrat 87
Johnstown Tribune 87
Lansing State Journal 132
Los Angeles Times 21
Louisville Courier-Journal & Times 45
Malone Telegram 67
Massena Observer 67
Miami Herald 31
Milwaukee Journal 103
Newburgh News 67
New York Mirror 69
Ogdensburg Advance-News 67
Ogdensburg Journal 67
Ocean Times-Herald 67
Paris Enterprise 131
Peoria Journal-Transcript 37
Philadelphia Evening Bulletin 89
Plainfield Courier-News 67
Poughkeepsie New Yorker 14
Providence Bulletin 91
Providence Journal 91
Reno Gazette 14
Reno Nevada State Journal 14
Rochester Democrat-Chronicle 67, 71
Rochester Times-Union 67, 71
St. Louis Post-Dispatch 61
St. Louis Star-Times 59
Salinas Post 14
San Antonio Express & News 139
Saratoga Springs Saratorian 67
Scranton Times 137
South Bend Tribune 129
Speidel Newspapers, Inc. 14
Syracuse Post-Standard 135
Troy Record 135
Troy Times-Record 133
Utica Observer-Dispatch 67
Utica Press 67
Washington Star 29

NEWSPAPER LEADERS, VENEZUELA

Fantoches, Caracas 223

NEWSPAPER LINAGE

Media Records, Inc. 123

NEWS SERVICES

Associated Press Front Cover
Woehrle News Service 142

PRINTING INKS

Wm. C. Herrick Ink Co., Inc. 157
J. M. Huber, Inc. 231
Geo. H. Morrill Ink Co. 2

PRINTING PRESSES

Duplex Printing Press Co. 7
Goss Printing Press Co. 229
R. Hoe & Co. 110, 111
Walter Scott & Co., Inc. 11
Wood Newspaper Machinery Corp. 5

RUBBER ROLLERS

Sam'l Bingham's Son Mfg. Co. 147
Manhattan Rubber Co., Division 18
Rapid Roller Co. 161
Vulcan Proofing Co. 51

SPECIAL EDITIONS

Hudson De Priest 183
C. L. Leach 115

MISCELLANEOUS

Great A & P Tea Co. 127
North American Aviation, Inc. 16
Postal Telegraph-Cable Co. 149

FIFTY YEARS OF SERVICE

NEA

1893 1943

NEA ends its first half-century and swings into its fifty-first year during one of the most important periods in our country's history.

Like everything else, newspapers are seriously affected by World War II. With manpower in the armed services . . . with production material curtailed . . . with economy of vital importance . . . here is an opportunity for NEA to do a bigger and better job for newspapers.

NEA recognizes this opportunity and, definitely attuned to wartime, pledges to its more than 1000 client newspapers just such a job.

NEA Service, Inc.

New York • Cleveland • San Francisco

Bureaus in Chicago, Washington, Los Angeles, Kansas City, Fort Worth, Atlanta, Montreal, London.

THE WORLD'S GREATEST NEWSPAPER FEATURE SERVICE

1943 At A Glance . . .

Our guess is that this Editor & Publisher year book is consulted a million times a year by the men and women who comprise the newspaper industry. Well, we said to ourselves, it might be helpful to lots of people if we bought this back page of the year book and provided a complete calendar for the whole year. Well . . . anyway, Service is our middle name.

P. S.—We blow our own horn a bit on Page 145 inside.

1943 JANUARY 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	•	•	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

1943 FEBRUARY 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	•	•	•	•	•	•

1943 MARCH 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	•	•	•

1943 APRIL 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	•	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	•

1943 MAY 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	•	•	•	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

1943 JUNE 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	•	•	•

1943 JULY 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	•	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1943 AUGUST 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	•	•	•	•

1943 SEPTEMBER 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	•	•

1943 OCTOBER 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	•	•	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

1943 NOVEMBER 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	•	•	•	•

1943 DECEMBER 1943						
SUN	MON	TUE	WED	THU	FRI	SAT
•	•	•	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	•

PUBLISHERS SERVICE COMPANY, INC.

America's Foremost Newspaper Service

HOME OFFICE: 75 West Street NEW YORK, N. Y.

FIRST OF A SERIES

DEDICATED TO THOSE WHOSE CONVICTION IS INDIVIDUAL ENTERPRISE AND WHO ADVERTISE NOW TO INSURE ITS CONTINUANCE

MANY confuse advertising and selling. Advertising is the extension of personal selling to the thousands, millions—or, as John E. Kennedy said, "Advertising is salesmanship in print." Selling equally defines a political oration, advancement of an economic theory, description of research results in industry, or the taste and vitamin content of a whole wheat breakfast food.

•

Advertising—wisely planned, placed, and adequately continued—cheaply and efficiently enlarges the use of a product or provides the basis for an enlightened, intelligent public opinion.

SCRIPPS-HOWARD NEWSPAPERS

NEW YORK	*World-Telegram*	COLUMBUS	*Citizen*	DENVER	*Rocky Mt. News*	EVANSVILLE	*Press*
CLEVELAND	*Press*	CINCINNATI	*Post*	BIRMINGHAM	*Post*	HOUSTON	*Press*
PITTSBURGH	*Press*	KENTUCKY	*Post*	MEMPHIS	*Commercial Appeal*	FORT WORTH	*Press*
SAN FRANCISCO	*News*		*Covington edition, Cincinnati Post*	MEMPHIS	*Press-Scimitar*	ALBUQUERQUE	*Tribune*
INDIANAPOLIS	*Times*	KNOXVILLE	*News-Sentinel*	WASHINGTON	*News*	EL PASO	*Herald-Post*

NATIONAL ADVERTISING DEPARTMENT • 230 PARK AVENUE • NEW YORK

CHICAGO SAN FRANCISCO DETROIT MEMPHIS PHILADELPHIA